

# CHEMIST & DRUGGIST

THE NEWSWEEKLY FOR PHARMACY

FEBRUARY 4 1978



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Chemists win  
a respite  
on certain  
POM items

Bob Worby  
stands in  
PSNC election

Launch of  
article  
numbering

Medicines  
advertising  
Regulations



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# CHEMIST & DRUGGIST

The newsweekly for pharmacy

4 February 1978

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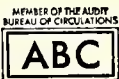
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4 February 1978

## COMMENT

### Another PR success

Does anyone in pharmacy now dare to question the value of public relations—of Press and television coverage, of Parliamentary “devices”? Without the pressure created by the media, and the cross-Party support of Members of Parliament, we think it hardly likely that the Government would have offered retail pharmacists the “period of grace” now proposed in respect of medicines due to become “prescription only” overnight—almost before anyone had time to calculate which medicines they were.

And “calculate” is the only word for it. Most of the problems have been created by the “maximum single dose” and “maximum daily dose” exemptions for the POM list for medicine ingredients such as ephedrine, pseudoephedrine, morphine and hyoscine. If a preparation such as Linct Actifed Co (with 30mg pseudoephedrine in 5ml) is labelled “10ml three times a day”, the pharmacist can sell it on February 1 just as he could on January 31. Label that same preparation “10ml every six hours” and he may well have broken the law. Similar provisions have covered OTC products such as Do-do tablets and Kwells—yet the profession’s “advisers” have been unable to reach a conclusion on the status of such medicines without examining the dosage recommendation on the pack as well as the formula.

To some extent the industry must accept a share of the blame for the current farce. Mr Eric Deakins, Parliamentary Under Secretary for Health, was right when he spoke of the long period of negotiations with interested parties and the delays in implementing the legislation. The industry *did* have time in many instances, to decide on reformulation or labelling. But how many have forewarned the retail pharmacist of their intentions? Precious few.

Thus the chemist was presented with a *fait accompli* and asked to do the impossible—C&D’s telephones bear witness to the unnecessary worry and frustration this has caused them. But there is to be an eleventh-hour reprieve, and for that we must thank the united front put forward by the Society, the NPA, the PAGB (representing OTC manufacturers) and major company chemists. To the extent that the message was successfully put to the media and promoted in Parliament, pharmacy once again has cause to be grateful to Maureen Tomison, the Society’s head of publicity—a lady who certainly has been “earning her keep”.

### Head on the block

Bob Worby, chairman of the Pharmaceutical Services Negotiating Committee, has clearly decided to “put his head on the block” by standing as a candidate in the forthcoming PSNC elections (p137). He is already a nominee member from the NPA Board and has thus no need to put his record up before the electorate—particularly at a time of so much controversy and frustration over the Government’s treatment of contractors.

But he clearly has the courage of a long-standing conviction about “direct” elections to PSNC, having been a prime mover in the Northeast London Pharmaceutical Committee’s 1970 efforts to get changes in the then Central Contractors Committee constitution (which have now in effect been achieved). Should Mr Worby fail in his gamble the consequences could put the PSNC in a difficult position, however—particularly since its stalwart former leader, Griff David, has decided not to contest the election. Our appeal to contractors must be—use your vote to express your opinion.



# Pharmacists win respite on POM

The Government intends to make, as soon as possible, an amending order which will exempt certain medicines from becoming prescription only for a transitional period, probably of six months. Meanwhile the existing Medicines (Prescription Only) Order 1977 still came into effect on February 1—so technically it is an offence for pharmacists to sell, without prescription, products covered by this Order.

Mr Eric Deakins, Parliamentary Under Secretary for Health, issued the following statement on Tuesday: "I would not deny that the period between publication [of the Order] and operation has been relatively short. But I would argue that against a background of widespread and prolonged consultations, deferred implementation dates, detailed advance information and the provision, in some instances, of transitional exemptions, the period is not unreasonable. As I have already said, consultations go back to 1973. Consultative documents were issued and widely circulated in March 1976 and again in March and June 1977. It should not be overlooked that the March 1976 documents envisaged an implementation date of September 1, 1976—seventeen months ago—and that the revised implementation date of February 1 was announced in October 1977 in a letter which also gave information about the revised content of the proposed Statutory Instruments. . . . Speaking generally, and in relation to the instruments as a whole, I would submit that having regard to all these factors the time allowed was adequate."

## Hazardous medicines

"Of the three categories of medicinal product envisaged in the Medicines Act the category carrying the greatest hazard is the prescription only group; and for this reason, and in the knowledge of the extensive information given about our intentions, it was considered right not to include a transitional exemption. I should perhaps add that this position was noted and accepted by the major organisations concerned."

He continued: "The Medicines Commission is ready to reconsider the question of the use of Prescription Only Medicines by non statutorily recognised practitioners, in particular the medicines that are for parenteral administration."

Mr Deakins concluded: "However, it is clear from the debate and from information coming into the Departments that for one reason and another a number of bodies would be adversely affected if the Government adhered to its original intention that there should be no transitional exemption in respect of prescription only products. As I have

explained, there were good reasons for this, but recognising the difficulties which have now emerged we have decided that, subject to the usual consultation process, we will make an Order amending the Order before Standing Committee on Statutory Instruments and providing a transitional period of, say, six months in respect of certain human and animal medicines becoming prescription only for the first time under the main Order. Our readiness to provide assistance at this late stage cannot, of course, be translated into law quicker than the due processes allow. As you know, Orders under the Medicines Act cannot be made without consultation with representative organisations. However a consultation document will be issued as soon as possible and, given the co-operation of representative organisations in dealing with it quickly, I expect it will be possible to make the amending Order in the course of a few weeks."

The Department of Health explained that it is not possible to make an amending Order retrospective, nor to postpone the original Order. If there is no serious objection, the proposed Order could be made in about ten days.

Later during a debate in the House of Commons, Mr Deakins told Mr Graham Page that he did not think any chemist would disobey the law from midnight

Some Press reactions to the Regulations

January 31. The law was quite clear and ample time for consultation had been given. The Department could not be expected to contact each chemist individually. The interim Order must await consultation before introduction in a month or two. Mr Deakins added that pharmacists would have to change labels on their stock in hand, if necessary, or await the amending Order before sale.

The Department said on Wednesday that as the Pharmaceutical Society was the enforcing body which also sought the exemption it would "clearly have no reason to move against chemists." Although for a short time the law might not be complied with "any question of prosecution is purely academic."

The impending regulations attracted widespread newspaper and radio coverage earlier in the week, but some reporters appeared confused as to which products would become prescription only and which would remain on sale from pharmacies. Contrary to reports in some newspapers, kaolin and morphine mixture BPC will not become prescription only. Morphine and its salts in liquid form are not restricted to prescription only when the strength is no more than 0.02 per cent calculated as anhydrous morphine base and the maximum dose (MD) is 840 mcg anhydrous morphine. Kaolin and morphine mixture contains only 700 mcg anhydrous morphine in the recommended 10 ml dose.

Collis Browne's mixture contains less than 0.02 per cent anhydrous morphine but becomes prescription only because its recommended maximum dose is above 840 mcg.

For preparations of codeine and its

Concluded opposite

**DRESS FIT FOR THE QUEEN**  
CENTRE PAGES

**Evening Standard**  
London: Monday January 30 1978

**CLOSING PRICES**

## EVERYDAY CURES TO GO 'OFF SALE'

By Alan Massam

EVERYDAY remedies common illness may be difficult or impossible to obtain if the High Street chemist after tomorrow.

Patients wanting such items as Collis Browne's mixture for upset, Do Tablets for asthma, Bronchitol Balm for cough, Kwellid for lice, and many others, will have to wait until the new regulations come into effect on February 1.

These products, which have been the subject of years of talks, have been published only on the subject of the new regulations.

## Chemists win delay on new medicine law

THE threat that some popular medicines would disappear under the new regulations was lifted today.

The Department of Health has announced that a postponement of new regulations would be announced in the coming days.

Chemists, who were concerned that their shelves would be empty of many of the products they sell, have been relieved by the announcement.

The new regulations, which will come into effect on February 1, will require many of the products to be sold by prescription only.

However, the Department of Health has decided to postpone the implementation of these regulations until a later date.

This decision has been welcomed by chemists, who have been able to continue to sell the products in the meantime.

The new regulations will still be implemented, but at a later date than originally planned.

## Chaos at the chemists

By RONALD REDFORD Science Editor

I am going to tell you about the chaos at the chemists. It is a story of confusion, of people who are not sure what to do, and of a system that is breaking down.

The new regulations have caused a great deal of confusion among chemists. They are not sure what to do, and they are not sure what to tell their customers.

The Department of Health has not been clear in its communication. It has not told chemists what to do, and it has not told the public what to do.

The result is a chaos at the chemists. People are standing in long queues, and they are not sure what to buy. Chemists are not sure what to sell, and they are not sure what to tell their customers.

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## Move to ease concern over medicine curbs

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## Official bungle bans medicine

By DAVID LISHKIN

Continued from Page 1

The official bungle has been exposed. The Department of Health has made a series of mistakes in the implementation of the new regulations.

These mistakes have caused a great deal of confusion among chemists and the public. The Department of Health has not been clear in its communication.

The result is a chaos at the chemists. People are standing in long queues, and they are not sure what to buy. Chemists are not sure what to sell, and they are not sure what to tell their customers.

## HOME CURE BAN IS DELAYED

By DAVID LISHKIN

Continued from Page 1

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## Medicines delay

By DAVID LISHKIN

Continued from Page 1

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## DR FUSSPOT

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Continued from Page 1

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# Bob Worby stands for election to PSNC

The chairman of the Pharmaceutical Services Committee, Mr Bob Worby, is to contest the forthcoming PSNC elections—even though he already has a “safe seat” as a nominee of the National Pharmaceutical Association. A second surprise is the absence of the name of Mr Griff David from the list of candidates—Mr David retired from the chairmanship of the committee last year after ten years’ service.

The following are the candidates nominated: —

*Region 1*—M. J. Bassil, A. O. Bond, G. Hendra, R. Kitchen, S. R. Thomas. *Region 2*—S. Blum, L. Priest, R. G. Worby, R. M. Wise. *Region 3*—D. Coleman, C. Howells, E. D. Hurt, J. Kirby, C. J. Nicholson. *Region 4*—J. P. Duignan, R. Clitherow, H. Steinman, D. Oultram, J. Williams. *Region 5*—B. Ellison, L. Calvert, N. Baumber, B. Onley, G. Urwin, T. E. Whaley. *Wales*—R. Booker, I. Phillips, Mrs M. Rawlings.

Voting papers will be sent to contractors on February 14.

## POM respite

*Concluded from opposite*

salts, the maximum permitted strength for sale without prescription is 1.5 per cent and maximum dose 20 mg, both calculated as base. Codis tablets are therefore not prescription only. Ephedrine tablets are exempted from the Prescription Only List when the strength is no more than 2 per cent, the MD stated as 30 mg and MDD 60 mg.

Some manufacturers have already issued labels amending the doses of products which would otherwise have become prescription only. International Laboratories Ltd have supplied retail pharmacists with stickers for Do-do reducing the maximum dose from six to three tablets daily.

Kwells tablets (hyoscine hydrobromide 300 mcg) become prescription only when the maximum dose is more than one tablet and maximum daily dose more than three. Current packs advise taking one tablet, with two on rough journeys and a maximum of six in 24 hours. New labels, giving a dose of one tablet and maximum of three in 24 hours, must be affixed if the preparation is sold OTC. Nicholas Laboratories Ltd are issuing the new labels through wholesalers and representatives.

Joy-rides contain hyoscine hydrobromide 150 mcg and have a recom-

## Benn Brothers buy ‘Retail Chemist’ and ‘The Red Book’

Benn Brothers Ltd have agreed to purchase the copyright and goodwill of the publications *Retail Chemist* and the associated price guide *The Red Book* with effect from March 1, 1978.

*Retail Chemist* will continue to be published by IPC Business Press Ltd until the February 23 issue. *The Red Book* will cease publication with the February edition and subscribers will be contacted during the next month by Benn Publications Ltd. All inquiries concerning business due to be conducted with *Retail Chemist* or *The Red Book* after March 1 should be addressed to Chemist & Druggist, 25 New Street Square, London EC4A 3JA (telephone 01-353 3212).

By combining the resources of the two papers and their respective price lists, Benn Publications Ltd propose to extend even further the service C&D gives to pharmacy—both to subscribers and advertisers. Details of future plans will be announced as soon as the process of amalgamation is complete.

## Close watch on distribution

A close watch must be kept on the number of pharmacies and their distribution, as accessibility to a pharmacist is important to the consumer for purposes other than NHS dispensing. So says a review of pharmaceutical services in South Glamorgan, compiled by the area pharmaceutical officer, Mr A. Williams.

As doctors and pharmacists move

mended maximum dose of six tablets in 24 hours so are not prescription only.

Actifed Co and Actifed syrup are both available for sale without prescription when labelled with a maximum recommended dosage of 10 ml three times daily. Beecham Proprietaries say that their existing OTCs remain as such.

Boehringer Ingelheim Ltd and WB Pharmaceuticals Ltd say that their products available for OTC sale are: Dulcolax tablets, suppositories and children’s suppositories; Dulcodos tablets; Finalgon ointment; Vasculit tablets; and Ulcedal capsules; Laxoberal; Celevac granules and tablets; Conotrane cream; Gefarnil capsules; Organidin elixir; Pavacol D; Uvistat and Uvistat L. The companies have started to revise packaging so that stocks complying with new labelling Regulations will be introduced during 1978. Retailers are asked to ensure that any stocks with the old labelling (that do not bear the warning “Keep out of reach of children”) which they might wish to sell OTC are cleared well before the operative date—as they will not be credited.

## ‘Early day’ motion

The number of signatures on the “early day” motion calling for more funds for community pharmacies was 180 at the time C&D went to press.

into health centres, the dispensing of prescriptions becomes more localised, often leaving large areas without a pharmaceutical service, he says. Four of the 13 health centres in South Glamorgan have consortium pharmacies.

Although the number of prescriptions dispensed by pharmacies continues to rise, the number of pharmacies has declined. In South Glamorgan, the number of pharmacies under contract to the Family Practitioner Committee has fallen from 111 on January 1, 1975, to 104 on July 1, 1977. Based on these figures there was one pharmacy per 3,830 of population in South Glamorgan (figures for Wales as a whole were one pharmacy per 3,953). Only one pharmacy in South Glamorgan qualified for remuneration under the Essential Small Pharmacies Scheme.

## New dental health campaign in pharmacies

The General Dental Council will almost certainly repeat its dental health campaign in pharmacies (C&D, July 30, 1977, p161). However, it would prefer to monitor closely a few pharmacies in the three pilot areas of Cleveland, Hampshire and Mid Glamorgan. GDC was disappointed with pharmacists’ apparent response to the last campaign and in order to justify a national campaign requires more evidence of pharmacists’ co-operation. The Council is to discuss the campaign at two meetings in February and is likely to opt for whole coverage of Cleveland and just six shops in Hampshire, the six to be chosen by the area pharmaceutical officer, according to the level of interest shown by local pharmacists. The campaign will probably run for three or six months from May with sales of oral hygiene products monitored if possible.



# Guide lines for LPC conference agendas

New guide lines for Local Pharmaceutical Committee conference agendas have been agreed and include the circulation of a printed agenda before the conference commences where changes have been made to the original agenda. LPC representatives made loud protests at last year's conference when several motions were combined by the chairman and issued verbally (see *C&D*, October 8, 1977, p508 and Comment).

At last month's Pharmaceutical Services Negotiating Committee meeting the following guide lines were agreed:—

- That conferences should normally be held annually during the period October and November.

- That the Committee should not as a general rule set up an agenda committee to consider resolutions from LPCs but that the Committee reserves the right to convene an agenda conference consisting of one member from each LPC submitting a resolution, if necessary.

- That LPC secretaries be asked for resolutions to conference three months prior to the date of the conference.

- That the Committee retains the right of the secretary to delete resolutions but that this right should not be exercised unreasonably.

- That the conference agenda be sent to LPCs not less than one month prior to the conference.

- That if any revision of the agenda, in special circumstances, is necessary a printed agenda be circulated prior to the commencement of any conference.

- That blank name tags be provided for representatives following registration at the conference.

## Discount inquiry results

The 1975 net ingredient cost discount inquiry results have established the overall rate of discount to be 1.54 per cent—the overall level of discount recovered by the current discount scale. As a result of the over-deduction of discount during the period April 1975 to the end of 1977 an estimated £4.5m will be recovered by chemist contractors through an adjustment to the Balance Sheet. (see also p158.)

The Department of Health has agreed to change the basis of up-dating the Dead Stock Allowance used in the calculation of NHS remuneration. The Committee proposed that the up-dating of the allowance derived from the 1977 cost inquiry should be based on the net ingredient cost index rather than the wholesale price index which had been used previously.

A reply from the Department to the Committee's request for representation



Mr D. J. A. Morgan, MPS, 75 Woodbridge Road, Guildford, recently won a £250 Discovery Tour Holiday for two in a competition organised by Miles Laboratories, in which he had to estimate the average distance travelled by a Formula One racing car on one gallon of petrol. Pictured at the Guildford pharmacy are (left to right) Mr Chris Larrow (Inghams Travel), Mr Gawin Giles (Miles Laboratories) making the presentation to Mr Morgan and Mrs Morgan

on any Steering Committee which might be established for computerising the Prescription Pricing Authority informed the Committee that the Department was currently considering whether a pilot trial for costing purposes, should be undertaken and that matters were, therefore, still at an early stage.

The Committee decided to make further representations to the Department that a comprehensive index to all sections be included in the Drug Tariff. The Committee was informed that the Department was not prepared to add Ketodistix and Dextrostix to the list of prescribed reagents which may be supplied against orders on Form FP10.

Following requests from LPCs, the Committee is to make further representations to the Department that contractors be informed of all endorsements by pharmacists on FP10 which are not accepted for pricing by the PPA.

It was agreed that the Committee could not accede to the request of a contractor that representations be made for an extemporaneous fee on ointments. During the discussion the Committee took into account the decision which was made following an LPC conference that a professional fee should be paid rather than a fee for each technical operation. The Committee also took into account that any increase in an individual fee would result in a decrease in other fees to maintain the overall negotiated average fee per prescription.

Further representations are to be made to the Department following the Department's refusal to agree to representations that the pharmacist's endorsement that he had supplied a complete strip and blister pack where this consisted of a complete course of treatment be accepted.

Following the Committee's indication that it was prepared to agree in principle to a Stock Order Scheme for the supply of intra-uterine devices and sutures provided that the supply of vaccines, disposable syringes and disposable

needles be included the Department's reply was unsatisfactory. The Department was unwilling to agree to the inclusion of the items and the Committee agreed therefore that it was no longer prepared to enter into discussions on the proposed scheme.

Considering a letter from the Department announcing its intention to provide a priced addendum to the BNF early next year, the Committee expressed concern that prices would not remain current for long.

The Committee approved a draft of a PCL to be circulated to LPCs dealing with the shortage of medicine bottles and the question of the preference for amber or white flint glass bottles. The Committee agreed to a request from the regional pharmaceutical officer of North East Thames Regional Health Authority to circulate APhOs with the PSNC newsletter.

A letter from the Department dealing with the report of the Law Commission and the Scottish Law Commission on liability for defective products was considered. It was agreed that further time should be given for discussion at the next meeting and that comments would be forwarded to the Department.

## Fluted bottle rules

Regulations prohibiting the supply of certain medicinal products for external use except in bottles recognisable by touch are contained in The Medicines (Fluted Bottles) Regulations 1978 (SI 1978 No 40, HM Stationery Office, £0.25). Requirements for non-medicinal products are in the Poisons Rules.

The Regulations which come into effect on February 1, set out exceptions to the fluted bottle requirement, for example, over 1.14 litres, exports, eye or ear drops in a plastic container. Contravention of the Regulations is liable to a fine not exceeding £400 on summary conviction and fine or imprisonment of two years or both on conviction on indictment.



# Benn's launch new guide and services

The Newspaper Press Directory, established over 126 years, this week comes out in a new guise. Titled Benn's Press Directory 1978, the new directory is now published in two volumes by Benn Publications Ltd, publishers of *C&D*. It has been completely restructured.

Volume I, now available, covers the Press and all other aspects of the UK communications industry. It shows, for instance, that although the number of newspapers in the UK has fallen from 1,286 to 1,158 in two years, the number of periodicals and local freesheets has risen by 634 to almost 5,000. Volume II, to be published shortly, lists the Press and central sources of information and media outlets for 188 overseas countries, with a special guide to the middle east. The listing of international organisations and their periodicals is one of several new features.

Copies are available from Benn Publications Ltd, Sovereign Way, Tonbridge, Kent TN9 1RW, price (including postage and packaging) volume I £17, volume II £12, both together £25.

Coinciding with the publication of the new directory, Benn's have also launched BEMIS—Benn's Editorial Media Information Service. This is a round-the-year information service for subscribers which enables them to obtain specially prepared press lists, updated information, or historical research, for example, from the Editor of Benn's Press Directory at the above address.

## Security conferences

Further details of the retail security conferences to be organised by Benn Business Promotions Ltd (*C&D*, December 10, p867) are now available.

On March 30, at the London International Press Centre, New Street Square, Shoe Lane, London EC4, there will be a practical conference for senior management and security officers intended to highlight areas of loss and the latest methods of control. Baroness Phillips (Association for the Prevention of Theft in Shops) will chair the conference and speakers include MPs Greville Janner and Robert Adley, and Mr D. Byrne, chairman, Retail Region of the International Professional Security Association. Fees are £45 for the first delegate and £40 for subsequent delegates from the same organisation.

The store detectives seminar, on April 19, at the Café Royal, 68 Regent Street, London W1, is a practical discussion and demonstration day for store and shop detectives. Fees are £40 for the first and £35 for subsequent delegates. Both conferences include lunch and refreshments. Inquiries should be addressed to the conference manager, Benn Business Promotions Ltd, Press House, 25 High Street, Edenbridge, Kent.

## TOPICAL REFLECTIONS

by Xrayser

### An empty dream

The poet who exhorted us to tell him not in mournful numbers knew nothing of the situation which has been building up around us over the years. It used to be averred that, in the army, one was only a number, and those who were privileged to spend a few years in the Forces found that they were as likely to forget their own name as to forget the number allocated on enlistment. Once started, the habit, like an epidemic, tends to spread, and all of us acquired national registration numbers and other forms of identification which seemed to make the practice of choosing a name for the newly-born quite superfluous, and indeed a number has become the only possible means of introducing oneself when making a telephone call to many large business concerns.

I listened to one end of a telephone conversation the other day, which went something like this: "This is OHD/0020400C/763017799. We have your letter of December 12, (Your ref. 2201/JKF/4/32/OK) concerning your invoice 000479231231231 which was raised following a call from your representative 0001734/MM." Unfortunately, the call had been put through to the wrong department by a lady bearing the charming name of "Switchboard"—she did not seem to have a number—and it was re-routed to Ext 24916/PPQ and the story was repeated. There was a long silence, and I pictured Ext 24916/PPQ retiring, as they say on the cricket field, "hurt". But no, that numerical charmer picked herself up from the floor and tottered to what one can only suppose was a battery of press-buttons, for a series of sharp noises was emitted from the receiver at my end and then the extension returned in triumph to ask if we were—and believe it or not she then named us.

I asked a question when the interesting conversation ceased. Why had we not revealed our identity in the opening exchanges? That, I was informed, was the wrong approach and would have wasted valuable time. For all we know, extension may have been Wendy—or perhaps even Judy.

### Medicines Act

It's coming up to the end of the month. I have to count and bundle the scripts, balance my books, make all the entries for the VAT return, sort out the statements from the various suppliers and prepare for the clearing house. I'll also go through this month's special offers from the wholesalers, and no doubt the manufacturers will want to help me be "competitive". I'll make some time to study some new drug information sheets that arrived this week and then, between jobs I'll get down to read, learn and thoroughly understand the new medicines regulations in time for February 1. I'm looking forward to a lazy weekend. All day Sunday with nothing to do and not a care in the world. I am glad I am a pharmacist.

## PEOPLE

**Mr Charles W. Bruce, MPS**, was recently awarded an Associateship of the Royal Photographic Society in the natural history section. The award is made on submission of material in colour or black and white or, recently, audio visual, which reaches the standard demanded by the various selection panels.

**Mr John Woods, MPS**, has joined the Numark National Promotions Committee. He qualified as a pharmacist in 1955 and for the past 20 years has been running a pharmacy, John Butterworth (Chemists), in Ashton-under-Lyme in

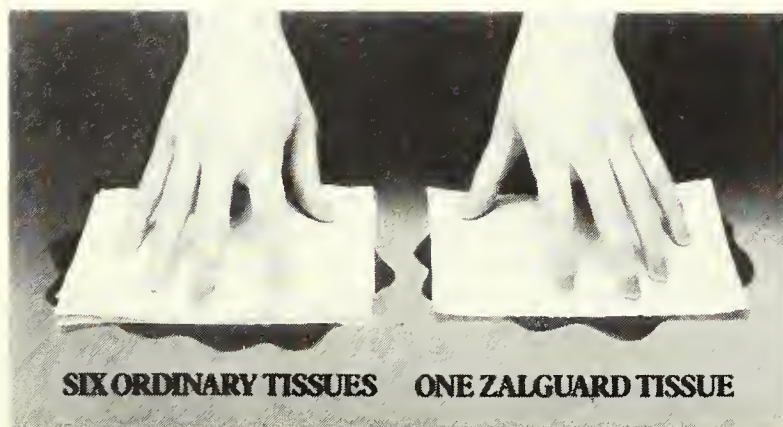
partnership with his wife and father-in-law. Mr Woods has been a Numark member for 2½ years. Other retail members are Mr P. Brown, Mr J. Ewart, Mr C. Radford and Mr D. W. Richardson. **Mr Arthur Philip Allman MPS**, who ran a pharmacy in High Street, Barrow-on-Soar, Leics, for 40 years, and still, at the age of 84, does occasional locum work, and his wife, Lilian, have celebrated their diamond wedding anniversary. The couple, who live in Quorn, Leics, received a telegram of congratulations from the Queen.

**Dr Hertzal Creditor**, having relinquished his appointment as consultant medical editor of *Pulse*, has been appointed consultant medical editor of *British Medicine*.



# NEW ZALGUARDS BARRIER

**New because they set a new standard in hygiene**



**SIX ORDINARY TISSUES    ONE ZALGUARDS TISSUE**



**CONTAMINATION!**

**NO CONTAMINATION!**

1. A simple test with ink proves what ZALGUARDS can do. The hand on the left presses down on 6 ordinary tissues laid on a blob of ink; the other hand presses down hard, with only one ZALGUARDS as protection from the ink.

2. Now look! The hand on the left is contaminated; the hand on the right - no contamination! Imagine the ink was moist germ-carrying cold mucus or diarrhoea! ZALGUARDS is the barrier tissue that helps stop germs being handed around.

## The spread of germs by 'touch transmission'

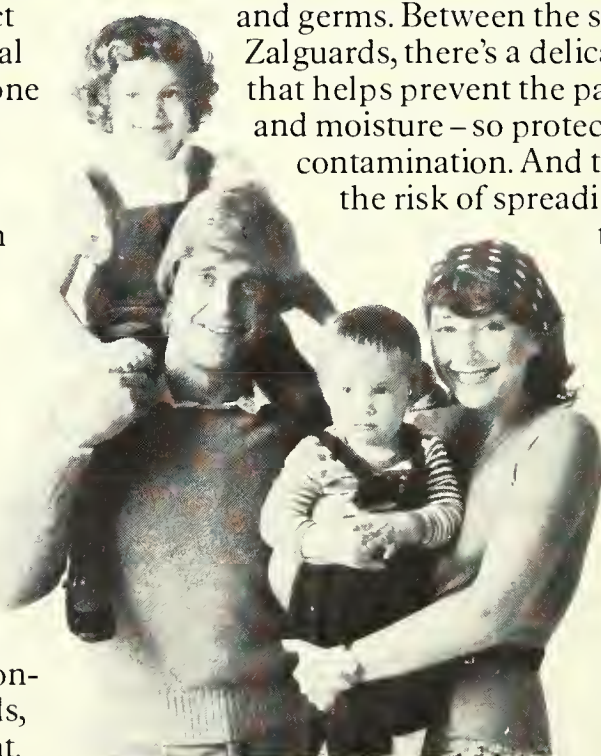
The illnesses which most commonly afflict families nowadays are probably gastro-intestinal infections and colds and influenza. And when one member of the family gets a tummy upset or a cold, the chances are the whole family will go down with it. Recent evidence suggests that germs can be passed round the family by 'touch transmission' - from hands contaminated by germ-carrying cold mucus or diarrhoea.

## The world's first barrier tissue



It is clearly important to avoid contamination of hands in the first place. But ordinary paper tissue is totally inadequate for stopping hand contamination. Zalguaards, however, are different.

They are a highly effective barrier against moisture and germs. Between the soft tissue layers in Zalguaards, there's a delicate but strong layer that helps prevent the passage of germs and moisture - so protecting hands from contamination. And therefore reducing the risk of spreading germs around the family. That's why Zalguaards Barrier Tissues set a new standard in hygiene.





# ZALGUARDS TISSUES.

**New because they open up a new area of profit.**

## great new business opportunity

Zalguards provide a great new business opportunity since every sale of a cold or flu remedy or anti-diarrhoeal treatment represents an opportunity for the additional sale of a pack of Zalguards.

(In 1976, the number of prescriptions for anti-diarrhoeal treatments and purchases of O.T.C. product items totalled over 9 million, and cold and flu remedies provided by chemists came to a staggering 65 million.)

## huge advertising launch

Zalguards will receive tremendous sales support with an expenditure of £200,000 on national press and women's magazines advertising during the next six months alone. This striking advertising campaign will ensure that brand awareness is very rapidly established.

In addition, a full range of display materials has been designed to publicize Zalguards in-store.

Doctors in the area of your pharmacy will be involved directly in the promotional programme. They will be detailed with the advantages of Zalguards whenever a patient requires a consultation for a

cold or for diarrhoea. In this way it is anticipated that a number of people will be asking for Zalguards at the same time as they proffer their prescription. Actively displaying Zalguards at point-of-sale will therefore act as a crucial reminder to these customers.

## Creating a new market

Zalguards is an entirely new concept in the fight against the spread of germs, going out to an entirely new and receptive audience. The market is new, the business is new and the profits are new.

Should you require further information on this outstanding business opportunity, please get in touch with your Sterling Health representative.

**NEW ZALGUARDS HELP STOP GUMMY BUGS AND COLD GERMS BEING HANDED ROUND THE FAMILY.**



**NEW ZALGUARDS**  
BARRIER TISSUES FOR DIARRHOEA  
Protect hands from contamination  
- reduce spread of germs

**NEW ZALGUARDS**  
BARRIER TISSUES FOR COLDS  
mination - reduce spread of germs

**Sterling Health**  
Family products  
your customers  
trust.

**NEW ZALGUARDS**  
BARRIER TISSUES FOR DIARRHOEA  
Protect hands from contamination  
- reduce spread of germs

**NEW ZALGUARDS**  
BARRIER TISSUES FOR COLDS  
mination - reduce spread of germs

**Sterling Health**  
Family products  
your customers  
trust.

**NEW ZALGUARDS.**  
**THE BARRIER TISSUES FOR COLDS AND DIARRHOEA.**



**New from**  
SQUIBB SURGICARE LIMITED

# Colostomy Pack

incorporating  
the **New** Colostomy Pouch Mk.1  
with Stomahesive and Flange



## + Special Sealing Ring

**The Squibb Surgicare Colostomy Pack:**  
a new, easy-to-use system of colostomy management  
ensuring freedom from skin problems with extra  
security comfort and convenience

**From the inventors of Stomahesive™**

Further information is available on request from  
SQUIBB SURGICARE LIMITED  
Regal House Twickenham TW1 3QT

**Stomahesive** is the registered trade mark of E. R. Squibb and Sons Limited



# PRESCRIPTION SPECIALITIES

## Is this the drug to replace morphine?

The drug which may most nearly approach the "ideal" morphine replacement is now commercially available. Buprenorphine, marketed as Temgesic by Reckitt and Colman, is the culmination of 17 years research to find a substance that has both agonist and antagonist properties (described in "Modern agents for the relief of pain," *C&D*, September 3, 1977, p316). Temgesic has high analgesic activity combined with antagonistic effects to minimise undesirable effects of the narcotic analgesics. At the moment Temgesic is available on monitored release only, during which period it should be used post-operatively and following myocardial infarction in institutions capable of dealing with respiratory failure. Reports are required on its use at six-monthly intervals.

### Temgesic injection

**Manufacturer** Reckitt and Colman Products Ltd, pharmaceutical division, Dansom Lane, Hull

**Description** Buprenorphine 0.3mg per ml in 5 per cent dextrose solution in ampoules of one or two ml

**Indications** Moderate or severe pain in terminal care for cancer; post-operative pain and post-myocardial infarction

**Dosage Adults**—0.3 to 0.6mg by intramuscular or slow intravenous injection every 6 to 8 hours as required. Not at present recommended for children

**Precautions** May cause respiratory depression; may precipitate withdrawal symptoms in addicts. To be used with caution in patients receiving MAOIs. Not recommended during pregnancy

**Side effects** Drowsiness and light sleep. Improved mood or mild euphoria has been observed. Respiratory depression may occur and nausea, vomiting and dizziness

**Notes** Effects not reversed by some narcotic antagonists such as levallorphan and nalorphine. Naloxone is partially effective. Doxapram can be used to stimulate respiration

**Storage** In cool place, protected from light

**Packs** 10 ampoules (1ml, £4.80; 2ml, £8.60 trade)

**Supply restrictions** Prescription only. On monitored release only

**Issued** February 6, 1978

### Nitrados tablets

**Manufacturer** Berk Pharmaceuticals Ltd, Station Road, Guildford, Surrey.

**Description** White, round, flat, bevelled tablet marked "Berk 1N4" with single break line on reverse, each containing nitrazepam 5 mg

**Indications** Insomnia due to anxiety or stress; adjunctive therapy in sleep disturbances due to organic causes

**Dosage Adults**—usually 5 mg before retiring. May be increased to 10 mg or, in hospitalised patients, to 20 mg. Smaller doses, 2.5 to 5 mg, are more suitable for elderly patients. **Children**—not recommended for routine treatment, but 2.5 mg may be given when necessary to children aged 1-6 years and 5 mg to children aged 7 years or over

**Precautions, etc** As for other nitrazepam preparations

**Storage** Protect from light, heat and moisture

**Packs** 500 tablet (£5.50 trade)

**Supply restrictions** Prescription only

**Issued** January 1978

### Daktarin oral tablets

**Manufacturer** Janssen Pharmaceutical Ltd, Janssen House, Chapel Street, Marlow, Bucks

**Description** White scored tablets containing miconazole base 250mg

**Indications** Prophylactic use in patients receiving immunosuppressant therapy and who are at high risk from opportunistic fungal infection. Eradication of fungi from the gut, eg prior to relevant surgery

**Dosage Adults**—one tablet four times daily

**Precautions** Use during pregnancy not recommended

**Side effects** Mild gastrointestinal disturbances occasionally reported

**Packs** Blister packs of 20 tablets (£11.76 trade)

**Supply restrictions** Pharmacy only

**Issued** January 1978

## NEW PRODUCTS

### Sanatogen High C

Fisons Ltd pharmaceutical division have introduced Sanatogen High C tablets, each containing 1g effervescent vitamin C (10 tablets, £0.95; 12 packs, £7.68 trade). There is an introductory bonus offer of 12 as 10 and point of sale material. Advertising starts on March 1. *Fisons Ltd pharmaceutical division, Derby Road, Loughborough, Leics.*

### 'Biggest advance' in farm worming

Claimed to be the biggest advance in cattle and sheep worming for a decade, comparable perhaps to the discovery of penicillin, Valbazen is effective against roundworms and lungworms (immature and adult), tapeworms (heads and segments) and flukes (adults and eggs).

Smithkline Animal Health Products describe the product, containing alben-dazole, as a unique total spectrum anthelmintic. It may be used at different dosage levels to control specific or multi parasites. In sheep, 5mg per kg body-weight should control worms and 75 per cent of adult flukes, and 7.5mg per kg

provides higher fluke control. In cattle, comparable dosage would be 7.5mg and 15mg. It is also said to be cheaper per dose than comparable treatments.

It is available as a 2.5 per cent suspension (IL, £10.75; 2.5L, £25.50) and a 10 per cent suspension (IL, £38.75; 2.5L, £92) facilitating reduced dosage volume where required. It is best administered by a hook spray but this will not be available in the UK until later in the year. *Smithkline Animal Health Products, Smith Kline & French Laboratories Ltd, Welwyn Garden City.*

### Bergasol gels

Bergasol facial tanning gel has been formulated specifically for the face and contains a high concentration of sun filters (protection factor 5) and a high level of tan accelerators (40g tube, £2.35). Ultra-tanning gel (40g tube, £2.25) has a protection factor 4 and a high level of tan accelerator; for skins which tan easily it may be used in most conditions, for sensitive skins it may be used after a basic tan has been built up or in moderate sunshine. *Chefaro Proprietaries Ltd, Crown House, London Road, Morden, Surrey.*

### An ante-natal cream for stretch marks

A cream to help prevent the formation of stretch marks during pregnancy is being launched by Maws this month. Called Supple, it will lay the foundations for a new range of adult toiletries.

Supple (115ml, £1.15), with a light pleasant fragrance, is non-sticky, does not stain clothes or irritate the skin. Ingredients include allantoin, protein and lanolin derivatives, glycerin and bees-wax. It is packed in cream and coffee coloured packaging and special display outers and give-away leaflets are available. An advertising campaign in women's and specialist magazines will back launch and run until October. *Ashe Laboratories Ltd, Ashetree Works, Kingston Road, Leatherhead, Surrey.*

### SX-70 film develops in half the time

A new SX-70 film, which develops coloured pictures twice as quickly as the current film at the same price (£3.72 trade) has been announced by Polaroid (UK) Ltd. The new film produces a discernible image in 30 seconds, less than a minute later the picture is sufficiently developed to permit critical evaluation of composition, lighting and exposure, and in about four minutes the SX-70 image is a fully developed colour print. Other improvements have led to more accurate colour rendition and added sharpness, according to Polaroid. SX-70 film can be used in any SX-70 folding single lens reflex camera, in all non-folding SX-70 cameras, and in the recently introduced low-priced Polaroid 1000 camera. *Polaroid (UK) Ltd, Ashley Road, St Albans, Herts.*



## TRADE NEWS

### Polyunsaturates advertised on TV with cod liver oil

British Cod Liver Oils are launching Seven Seas cherry flavoured cod liver oil—polyunsaturated dietary supplement (170ml, £0.60) in three television areas—Midlands, Yorkshire & Tyne Tees and Granada—on February 6. The television advertisement will run for three weeks in each area: Midlands from February 27; Yorkshire and Tyne Tees, March 27 and Granada, April 24. It shows that one of the best ways to take the oil is mixed and shaken with milk.

The ban on television advertising of polyunsaturates was lifted in January and this advertisement will say that cod liver oil is rich in polyunsaturates. However the container and display packs go further and say that cod liver oil, taken as a dietary supplement, can be effective in reducing blood cholesterol as well as promoting healthy hair, skin and nails, firm bones and strong teeth.

The trade will be offered a six-bottle counter display unit with a free plastic mixer cup with every first buy. There is also a window display showcard. Plans



are being made for a national launch in August or September. *British Cod Liver Oils Ltd, Marfleet, Hull, North Humberside HU9 5NJ.*

### Aldactide 50 tablets

Searle Laboratories have introduced an Aldactide 50 tablet containing spironolactone 50mg and hydroflumethiazide 50mg. The scored cream-coloured tablet is stamped "Searle 180" on one side. The existing Aldactide tablet containing 25mg of each drug is now designated Aldactide 25. Both are Prescription Only Medicines. Aldactide 50 is available in packs of 40, 100 and 500 (£6.38, £15.22, £72.30 trade). The company recommends Aldactide 50 for early hypertension and Aldactone 100 (spironolactone 100mg) when hypertension is advanced. *Searle Laboratories, Whalton Road, Morpeth, Northumberland.*

### Septrin double strength tablets and injection

Wellcome have now introduced a double strength Septrin tablet—Septrin forte, containing trimethoprim 160mg and sulphamethoxazole 800mg; also an intramuscular injection in 3ml ampoules containing the equivalent of one Septrin forte tablet. Tablets are available in 100s (£12.16 trade) and injection as box of 10×3ml ampoules (£11.80 trade). *The Wellcome Foundation Ltd, Temple Hill, Dartford, Kent DA1 5AH.*

### Steri sizes

Sauflon Pharmaceuticals Ltd, makers of the Steri range of contact lens solutions, say that from now on Steri-clens (hard

lens cleaning solution) and Steri-solv (soft lens cleaning solution) will be packed in 65ml bottles only, as a result of new manufacturing procedures. *Sauflon Pharmaceuticals Ltd, 14 Childs Place, Earl's Court, London SW5 9RX.*

### An inhalation anaesthetic

Ethrane, an inhalation anaesthetic (enflurane) in use in the USA and other countries has been introduced into the United Kingdom by Abbott Laboratories Ltd. Induction is rapid, recovery is said to be quicker than with other inhalation agents and incidence of post-operative nausea and vomiting is low. Available only to hospitals (250ml, £25 trade). *Abbott Laboratories Ltd, Queenborough, Kent ME11 5EL.*

### Hedex campaign

Sterling Health Products are launching a new national television advertising campaign for Hedex beginning on February 6. The campaign runs for three weeks and features a new commercial continuing the previous "women talking" theme. This time they have been taken out of their coffee morning setting and placed in a "slice of life" situation outside a school. There, while waiting for their children, they talk about the product's advantages—"powerful against headaches, gentle on the stomach and an easy to swallow shape". *Sterling Health Products, St Marks Hill, Surbiton, Surrey.*

### Tetanus vaccine now in five-ampoule pack

Wellcome have discontinued their 3 × 0.5ml pack of tetanus vaccine in simple solution and have replaced it with a 5 × 0.5ml pack (£0.42 trade). Stock of the three-ampoule pack should be used up first as the company will not accept them for credit or replacement. The 5ml vial of tetanus vaccine is still available. *Wellcome Foundation Ltd, Temple Hill, Dartford, Kent DA1 5AH.*

### Johnson's scene

Johnson & Johnson have produced a consumer magazine called Scene '78, which is being offered free, exclusively to Boots' customers. It is a 32 page illustrated woman's magazine designed to appeal to the "teens and twenties" market and includes contributions from Michael Aspel, Kenny Everett and Anne Nightingale with fashion forecasts from Jeff Banks, Bill Gibb and Zandra Rhodes. The first issue features Twiggy on the cover, and will be presented free to all customers buying two Johnsons products.

Linked to this promotion, which runs until mid-February, are price discounts on Johnsons baby powder, lotion and shampoo. *Johnson & Johnson Ltd, Slough, Berks, SL1 4EA.*

### Economy Lenium

Some confusion may have arisen over the deletion of the 113g size of Lenium from the C&D Price Service, October 29, 1977. This pack has been replaced by a 100g size (£0.92 retail), now referred to as the economy size. *Winthrop Pharmaceuticals, Surbiton-upon-Thames, Surrey KT6 4PH.*

### Mum's support

Bristol-Myers say that Mum now has a 15 per cent share of the total deodorant market. They plan to encourage greater sales in 1978 with a series of promotional activities to support the brand. Mum is being offered at special prices in pre-priced packs. The 28ml rollette is available at £0.34 instead of £0.48, and the 28ml refill at £0.31 instead of £0.42. These offers are available while stocks last.

There are new display units which can be tiered to give extra product exposure and are said to have the added benefit of being suitable for use with all Bristol-Myers' retail brands. A back display card and shelf strip are also available. Redesigned dump bins featuring Emily, the cartoon character in the television commercials, are also available, and all the display material carries the message "More girls use Mum than any other anti-perspirant deodorant". A £500,000 television campaign featuring Emily will occur later in the spring. *Bristol-Myers Co Ltd, Langley, Slough SL3 6EB.*

More Trade News p146



# Here's a Sharp place to put your money



From the people  
who make the world's  
slimmest calculator and most  
technically advanced photocopier,  
comes a new range of ELECTRONIC CASH REGISTERS.

So simple to operate, so reasonably priced, backed by a  
comprehensive service network, a SHARP electronic cash register is one  
of the best investments you can make.

Illustrated is the ER3700, a highly efficient machine with 18 special  
features including 6 programmable departments. This is just one model  
from the Sharp range of electronic cash registers, all of which we believe  
represent the best value for money in cash registers today. Quite a bold  
claim. But not so bold when you consider SHARP'S 65 years of  
technological "firsts" in the electronics world.

So when SHARP claim their new ELECTRONIC CASH REGISTERS offer  
the best value for money on the market today ... you'd be wise to check it  
out ... send the coupon for more details of where to put your money.

**SHARP**

**ELECTRONIC  
CASH REGISTERS**

Paul J. Marfleet, Sharp Electronics (UK) Ltd., 357 Uxbridge Road, Southall, Middlesex.

I would like to know more about about the  
Sharp range of Cash Registers. RCD4

Name

Address

Tel. No.



## Ribena survival

Beechams Foods say that despite the "appalling" blackcurrant harvest last year, and the product problems experienced early in the autumn, consumers are continuing to demand Ribena as their vitamin C supplement. Marketing manager, Mike Templeman said "The sales recovery of Ribena since the unfortunate out-of-stock situation in September has really been remarkable . . . although the price of blackcurrants has increased by 275 per cent as a result of the terrible harvest in 1977, we have to date managed to keep Ribena price increases to a minimum."

A television campaign during the months to March are expected to give added support to Ribena sales. There are two themes in the campaign, one is aimed at the traditional mother and child sector, and the other at adults who like Ribena as a warm winter drink and who, the company says, account for about 40 per cent of volume sales at this time of year. *Beecham Foods, Beecham House, Great West Road, Brentford, Middlesex.*

## Fisons plans

Fisons plans for 1978 include a merchandising campaign for garden products with colourful point of sale material and extensive advertising back-up. Press advertising will appear in national dailies such as *Daily Express, Sun, Daily Mail* and *Daily Mirror* and in the gardening Press in *Garden News, The Garden, Greenhouse, Amateur Gardening, Popular Gardening* and *Practical Gardening*. There will also be television campaigns for Levington compost, Gro-bags and the Combat range throughout the spring.

The latest crowner for the Ronson Spirotechnic shaver is designed to give added impact at point of sale. It features the revolutionary spiral cutter incorporated in this shaver

The company say that their salesmen will also be prepared to help in the setting up of local promotions and national promotions will be mounted to help maximise sales of specific products. *Fisons Ltd, Garden Products, Paper Mill Lane, Bramford, Ipswich IP8 4BZ.*

## Innoxa offers

Throughout February and March Innoxa are backing their anti-perspirant, Free & Easy, with special offer promotions. A banded pack of two Free & Easy roll on deodorants will be offered for sale at £1.50, the normal recommended price is £0.90 each. There will also be 10p off Free & Easy special dry spray anti-perspirant and deodorant so that it will sell at £0.85.

Also available until the end of March is a special offer on Innoxa's Solution 41. Inside each carton is a coupon offering 25p off the purchase of any other product retailing at 25p or over in the 41 range. *Innoxa (England) Ltd, Innoxa House, 436 Essex Road, London.*

## Braun no longer recommend prices

Braun Electric (UK) Ltd are no longer recommending retail prices of their shaver and haircare ranges. Wholesalers and retailers will have to determine the profit margins they wish to make on their buying prices. According to the company, this changeover is a result of growing concern by the Prices Commission that RRP, especially in the electrical appliance market, with its "money-off" and "save" offers only serves to confuse the consumer. Braun feel it is only a question of time before legislation abolishes the RRP system and "for the convenience of both themselves and their customers," it is more practical to introduce a new pricing structure now rather than at a later date under Government pressure. *Braun Electric (UK) Ltd, Dolphin Estate, Sunbury-on-Thames, Middx.*

## Thermometer display

A display card of six assorted photographic thermometers (£7 ex VAT trade) has been introduced by S. Brannan & Sons Ltd. The yellow and black card offers Duramarked mercury or spirit-filled thermometers for colour or black and white work ranging from £1.63 to £2.25. Each model may also be obtained on individual cards packed in fives. *S. Brannan & Sons Ltd, Cleator Moor, Cumbria.*

## Bran-slim boost

Bran-slim, launched last June, is to receive a promotional boost this spring. From February 13 a television advertising campaign in the Granada, Yorkshire, Tyne Tees and ATV regions will feature successful "Bran-slimmers". Half page advertisements in women's magazines including *Successful Slimming, Woman's Journal, Woman's*

*Realm, Woman, Cosmopolitan* and *Vogue* will appear from March 11. *Thompson Medical Co Ltd, Cunard Road, London NW10 6PN.*

## Pramidex back

Pramidex tablets 500 mg are now available again following production difficulties. *Berk Pharmaceuticals Ltd, Station Road, Shalford, Guildford, Surrey.*

## Dista new look

Dista are giving a new look to their product labels which are now designed to give prominence to the brand name and strength. The company identity is standardised by the use of a colour panel with the company trademark featured in white. *Dista Products Ltd, Kingsclere Road, Basingstoke, Hants. RG21 2XA.*

## Sudafed size

The Sudafed elixir 150 ml pack has been replaced by a 200 ml pack (£0.68, trade; £1.10, retail). *Wellcome Foundation Ltd, Temple Hill, Dartford, Kent.*

## Disprin in 12s

Disprin is now available in a pack of 12 tablets in foil (£0.18 retail). *Reckitt & Colman pharmaceutical division, Dansom Lane, Kingston-upon-Hull.*

## Redelan formula

Roche apologise for any inconvenience caused by not including details of the formulation of Redelan in their advertising insert. The product contains the following vitamins: A (as retinyl palmitate) 5,500IU, B<sub>1</sub> (thiamine mononitrate USP) 1.2mg, B<sub>2</sub> (as riboflavine phosphate sodium salt BPC) 1.8mg, B<sub>6</sub> (pyridoxine hydrochloride USP) 1.6mg, B<sub>12</sub> (cyanocobalamin USP) 0.0014mg, C (ascorbic acid USP) 75mg, D<sub>2</sub> (ergocalciferol 450IU, E (dl-alpha-tocopheryl acetate NF) 10mg, niacinamide USP 15mg, calcium pantothenate USP 13mg plus natural orange flavouring. *Roche Products Ltd, Broadwater Road, Welwyn Garden City.*

## ON TV NEXT WEEK

Ln—London; M—Midlands; Lc—Lancashire; Y—Yorkshire; Sc—Scotland; WW—Wales and West; So—South; NE—North-east; A—Anglia; U—Ulster; We—Westward; B—Border; G—Grampian; E—Eireann; CI—Channel Island.

**Anadin:** All except U, E

**Ayds:** All areas

**Camay:** All areas

**Clearasil cream:** Ln, M, WW, We

**Complan:** Lm, Lc, NE, So

**Contac 400:** All except E

**Cream Silk:** All areas

**Crest:** All except G, E, CI

**Fennings Little Healers:** Lc

**Head & Shoulders:** All except B, E

**Hedex:** All areas

**Poly Simply Sensational:** M, WW, So, We

**Rennie:** All except U, CI

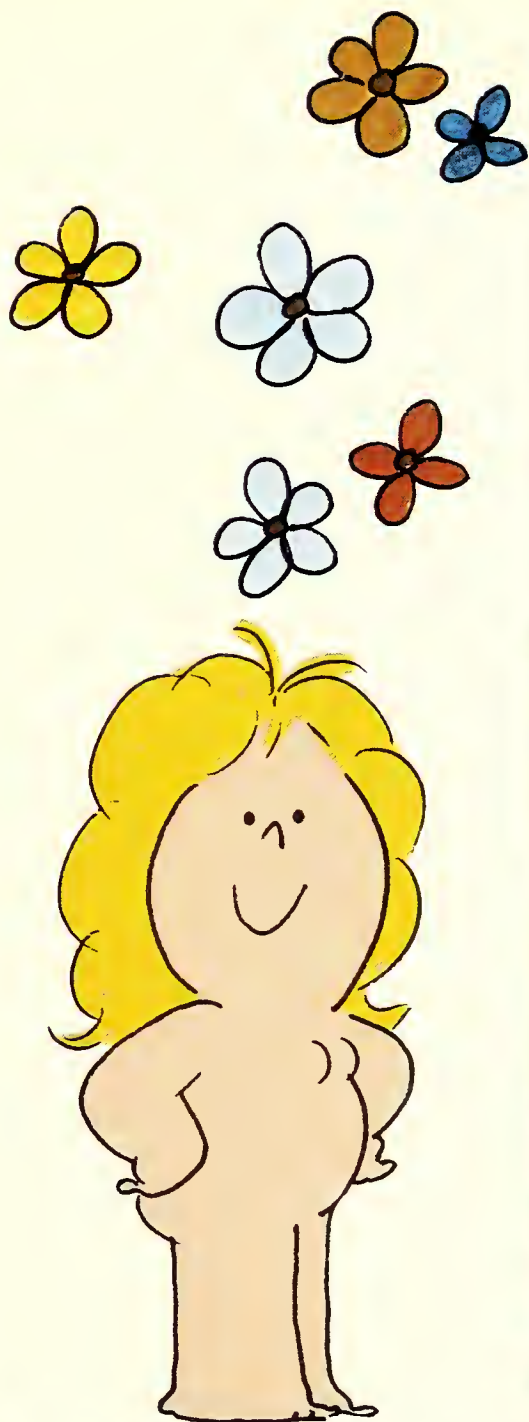
**Sweetex:** All areas

**SR:** All areas

**Vitarich:** Lc







# Follow the leader.

-  MUM in 1977 was clear brand leader within the total deodorant market (aerosol and roll-on combined).\*
-  MUM sold **6,000,000** more units than its nearest roll-on competitor.\*
-  MUM will be spending £500,000 on television during 1978.

\*AGB Toiletries and Cosmetic Purchasing Index - January to October 1977.

## MUM really works-for you.



Mum is a registered trade mark. Authorised user:  
 **Bristol-Myers**  
 Bristol-Myers Co. Ltd. South Ruislip, Middlesex



# How D & P brand identity helps the chemist

Advances in camera design and photographic materials over recent years have encouraged more people to take more pictures. And as many chemists know to their cost, the competition to process this growing number of amateur films at one time became so intense that the quality of service deteriorated in the headlong rush to be cheapest.

Some processing houses have swum against this tide, however, and among them Tudor have done more than most to promote a "quality" image to the consumer—and significantly, they have done so through retail channels. Press and television advertising directs consumers to the many outlets (about three quarters of them chemists) which now display the "Tudor rose" sign, but by creating a "brand" identity Tudor Processing Ltd have taken upon themselves responsibility for assuring future repeat business, through a high standard of quality and customer relations. That they are being successful is shown by 1977 D&P running some 40 per cent ahead of 1976 and dealer numbers up by 20 per cent. In the summer peaks, the laboratories in London NW2 are handling 150,000 films a week and producing prints in such quantity that (according to the calculations of marketing manager John Halliwell) piled up they would top the Empire State Building in just one week!

## Quick turn-round

The first essential in retail service is, of course, reliability of turn-round time. Over 50 van routes cover an area extending to South Wales, Plymouth, the South coast, East Anglia, Hull, Leeds and Manchester (northern vans operating from Eastwood, Nottingham), providing a two to three-day service outside London and 24-hours for London itself.

Tudor say their experience is that its faster turn-round is required in London to cater for the expanding tourist business but has less significance for consumers in other areas. All this occupies a permanent staff of 500, increasing to 700 seasonally—though most of the temporary staff are employed on administrative duties, for example, rather than equipment operation which demands special skills and training. The plant is in operation for 24 hours a day, and in the summer for seven days a week.

Tudor have built quality safeguards into the whole of the processing operation—every print is examined before despatch, for example—but occasional “accidents” are inevitable and the company may have to defend *itself*, rather than hide behind the “front” of the dealer. An extensive customer relations

department has therefore been built up to assist the dealer. Should an order become unidentifiable, there are staff trained to pair up "losts" and "found's" (and they are in competition for the best success rate!). If that fails, dealers are offered a financial "reward" for checking through their own uncollected work to see that the missing order has not been misdirected. An unlucky customer may be offered free copies if they have original prints available—and as a last resort, a dissatisfied customer may be invited to the laboratories to witness that everything possible has been done to trace their order (this so impresses customers that they are likely to remain loyal, having seen for themselves the efforts made on their behalf).

Unfortunately, many of these problems arise when the order is taken in by dealer staff, so Tudor run an extensive training programme to teach the staff about photography in general as well as how to order processing. Prevention is certainly simpler than cure because many photographers forget what they have recorded on their films or offer peculiar descriptions (Una Tobin, marketing assistant, tells the story of the customer who had the staff searching for a picture of a lady who "spoke with a foreign accent!").

Quality and reliability can only become apparent to the consumer once the service has been tried, so Tudor have put a great deal of effort into "the most powerful advertising campaign the processing industry has ever seen". Tele-

vision has been used at Christmas and Bank Holidays, with radio, magazines, local Press, posters, tube cards, etc, for the more continuous approach. All the advertising directs the photographer to his Tudor dealer, where identification is secured through extensive display of free point-of-sale material.

Tudor have tried to extend the use made by the photographer of each successful print. A number of specialist services have been developed to that end, such as Post-a-photo (prints in the form of a postcard) and Date-a-photo (allowing picture identification). Seasonal promotions are offered for Christmas and events such as the Silver Jubilee, while for 35mm users a "classic" print service provides a better lustre finish and sharper image—despite the higher price, Tudor have increased the proportion of their 35mm work since introducing the service.

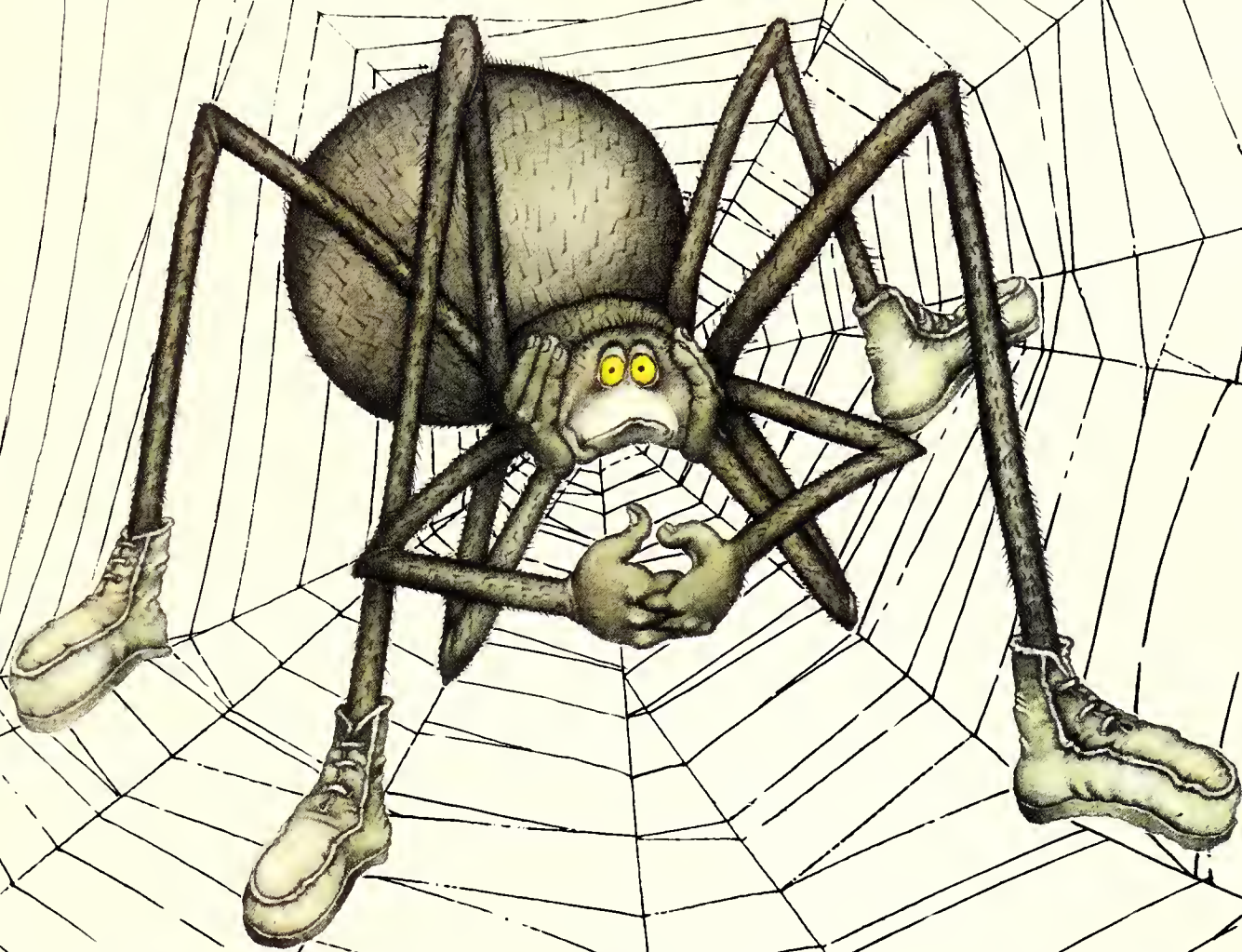
But Tudor service has now gone beyond processing into wholesaling and own-brand equipment and materials from colour negative film and cameras to accessories and binoculars. With equipment available at 24-hours' notice the opportunity is open to chemists to venture further into this market since only one of an expensive item need be stocked (there is no minimum order).

Tudor's attitude to presenting the dealer with a complete service backed by solid media advertising across the entire product range presents the opportunity for all dealers to strengthen their trading position in the photographic market at a level to suit every type of outlet. Photography in general is a high growth market, and Tudor fully recognise the part the chemist-type outlet has to play in the distribution of services and products. They have therefore tailored many of their projects to ensure that the chemist maintains or increases his turn-over—and more important his profits in relation to current trading conditions.



Tudor have expanded beyond processing into wholesaling and own-brand equipment—illustrated right is a selection which includes low-price cameras with flash units, a mini-album sometimes given away as promotional material, binoculars and picture frames





## Once again, our biggest rival won't be advertising this summer.

We have to admit his method of killing flies is very effective, if a trifle old-fashioned.

On the other hand we can offer you three equally effective but rather more modern methods: Vapona Flykiller, Vapona Small Space Flykiller and Vapona Aerosol.

And, unlike, our rival, we put our money where our mouth is when it comes to advertising.

This summer alone we'll be spending over £200,000 on a seven week national T.V. campaign.

With full supporting P.O.S. material. If last summer is anything to go by,

that should represent almost 90% of the advertising on all insecticides.

The point is, we know our advertising works. You only have to look at the success of Vapona.

Last year we increased our share of the slow release insecticide market to 63%. Now we're the brand leader in every retail sector.

Quite simply, nobody offers a better range or bigger support.

No wonder more and more people are asking for Vapona by name.

If you'd like to know more about Vapona's promotional plans, contact: Keith

McCracken (Sales Director) Temana U.K. Ltd., Sealand, Chester CH1 6BA.

Stock Vapona and you can make a killing all summer long.

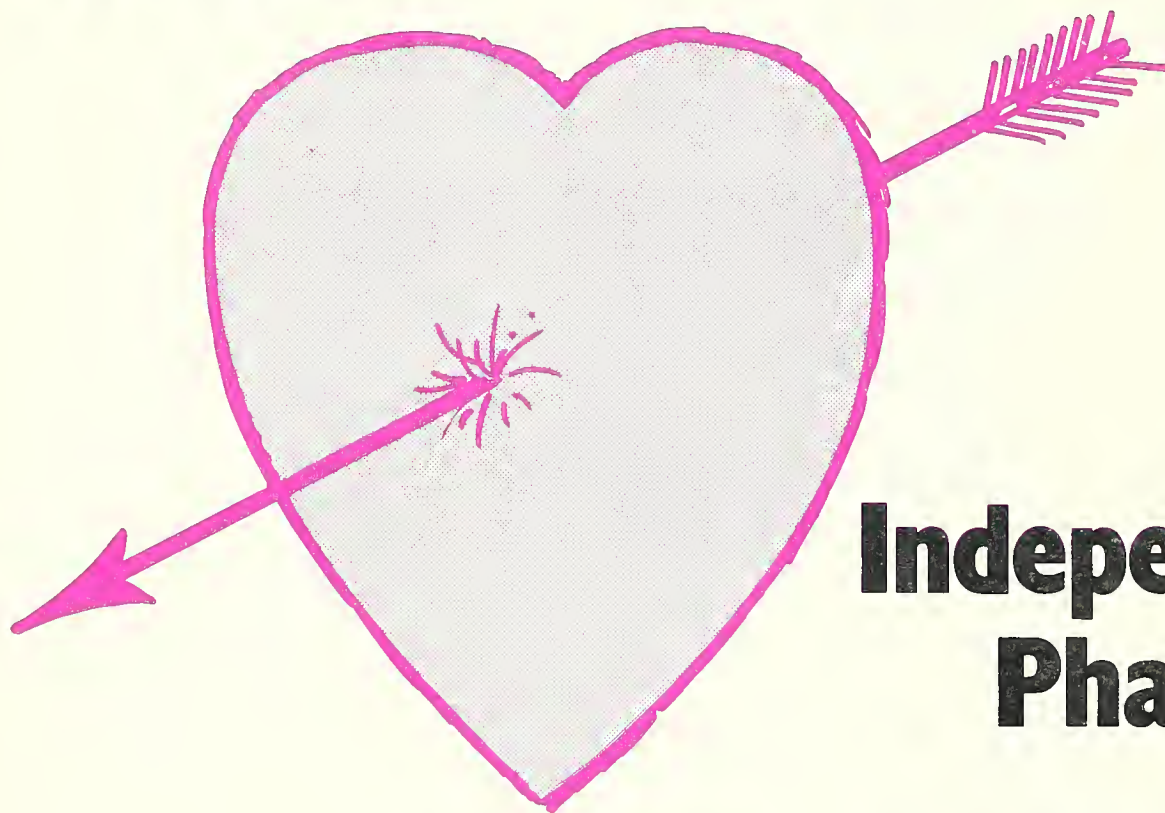


# Vapona.

Kills flies all summer long.



# UniChem



## Independent Pharmacists

# A Great Partnership

### Excellent Service ~ Excellent Profits

IF YOU WOULD LIKE TO OWN A SHARE IN YOUR OWN WHOLESALE  
ORGANISATION PLEASE COMPLETE THE SLIP BELOW

To: J.A.L. Speller. General Sales Manager, UniChem Ltd.,  
Crown House, Morden, Surrey



Name \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

*I am an Independent Retail Pharmacist  
and would like further information  
about UniChem.*

Date \_\_\_\_\_

CD/2/78



# February Offers for UniChem Members



**ARRID**  
**30%off**



**ELNETT**  
**12½%off**



**PALMOLIVE**

SOAP

**22½%off**



**TAMPAX**

**12½%off**



**EFFERDENT**

**17½%off**



**SIGNAL**

**20%off**



**KLEENEX**

FOR MEN

**15%off**

**PLUS**

**A FURTHER 6%-10% DISCOUNT**

IN THE FORM OF PROFIT - SHARING

**Offers Available 1st ~ 24th February**  
**While Stocks Last**



# A riot of red crosses and a tumult of titles

by Dr T. D. Whittet

My three previous reports<sup>1 2 3</sup> have drawn attention to the fact that the red cross was used as a medical and pharmaceutical symbol long before the Geneva Convention of 1863. Despite the prohibition of its use following the Conventions of 1884 and 1887, which were followed by prohibitive legislation in many countries, the symbol is still used on pharmacies in numerous countries. I have found several additional examples of the use of the cross patée or patonce by 17th century apothecaries.

In my 1973 paper I gave examples of apothecaries who issued tokens bearing a cross. The following are additional examples:

Ralph Coleman of Burton Overy, Leics. (Obverse. Ralph. Coleman of= cross patonce on shield. Reverse. Burton. Nere Harboro=R. C. [the sign=indicates the presence of the symbol on the coin]). Ralph Coleman was bound to Richard Coleman, an apothecary of Leicester.

Thomas Cracroft of Burgh, Lincs. (O. Thomas. Cracroft=A fleur-de-lis. R. Mercer. In Burgh. 66=A large cross patée). Despite the use of the title "mercier," Cracroft was an apothecary. Presumably he was a member of a mixed gild containing mercers and apothecaries. There are several other examples of apothecaries being described as mercers when they were members of mercers' gilds.

John Cross of Totnes, Devon. (O. John Cross=A cross. R. In Totnes 1669=His half penny). John Cross was an apothecary who was mentioned in the "Journal of James Yonge."

John Griffith of Chester. (O. John Griffith=Arms of 3 antelopes heads in a shield. R. Of Chester (a cross)= (A cross) D).

William Tingecombe of Spilsby, Lincs. (O. Willielmus Tingecombe=Spilsby. R. Ecce Signum=A cross). William Tingecombe was probably an apothecary related to John Tingecombe of Spilsby who is known to have been an apothecary.

Burn<sup>5</sup> stated that the cross patée or patonce on tokens usually represented a red cross. In some instances the words "at the red cross" also appear.

## Coat of arms

John Crane, a famous apothecary of Cambridge (1571-1652) had a coat of arms bearing three red crosses crosslet fitchées.

In the Stedelijk Museum at Leiden there is a board with the coats of arms of many 18th century members of the Medical Faculty including that of "Cornelius van Reverhorst, Med. D. Collegii Assessor" which bears a red cross patonce on a gold ground.

During a recent visit to India and Sri Lanka I saw hundreds of "Greek" red crosses on pharmacies and drug stores; indeed it was rare to see a pharmacy without the symbol. It is also used by some medical practitioners and dentists.

In the UK a pharmacist was recently prosecuted for the use of the red cross<sup>6</sup>. Despite this it is still being used on several pharmacies in the London area and I have recently seen one on a pharmacy in York.

In Ceylon there is a bewildering number of titles in use for pharmacies and drug stores. The Colombo Apothecaries Co Ltd is a leading firm in the capital with a large pharmacy.

Among titles I encountered were "pharmacy, dispensary and surgery," "clinic," "chemist and druggist and pharmacy," "wholesale and retail chemist and druggist and grocer," "chemist, dispenser, druggist and grocer," "druggist and grocer," "dispensing chemists, druggists and grocers, medical stores," "medical stores, druggist and grocers," "medicals."

In Sri Lanka there were, until recently, physicians, apothecaries and pharmacists. The apothecaries' training was midway between that of the physicians and pharmacists and they acted as medical attendants in the rural areas. They are now called general practitioners. The development in Sri Lanka has thus been similar to that in England and Ireland where the apothecaries changed from the practice of pharmacy to that of medicine. The establishments mentioned above may be owned by any of these practitioners but some are owned by unqualified persons.

## References

- 1 Whittet, T. D. *Pharmacy Digest*, 1965, 29, 26, 78, 126, 176, 226, 274, 319, 375 and 407.
- 2 Whittet, T. D. *Chemist and Druggist*, 1970, 194, 823.
- 3 Whittet, T. D. *Chemist and Druggist*, 1973, 200, 284.
- 4 Whittet, T. D. *Pharm. Journal*, 1973, 210, 125.
- 5 Burn, J. H. "London tokens presented to the corporation library" by B. J. Beaufoy, London 1853, 5.
- 6 *Chemist and Druggist*, 1976, 205, 404.

## EQUIPMENT

### Desk calculator

The Panasonic JE-1610 desk calculator (£40.75 ex VAT) is portable, with large keys and display. It features a versatile memory; register exchange key; 10-digit display; automatic comma insertion; per cent and discount calculations; gross margin and percentage difference calculation; 1 lb weight measuring  $5\frac{1}{2} \times 6 \times 2$  ins; batteries or mains. *Teletronics Ltd*, 9 Connaught Street, London W2.

### Five aerosols

A range of standard aerosol containers in five different styles—each available in 10cc, 25cc and 50cc sizes—has been introduced to the perfumery and toiletries market by Rockware Glass Ltd. They are designed to be used either as pressure-

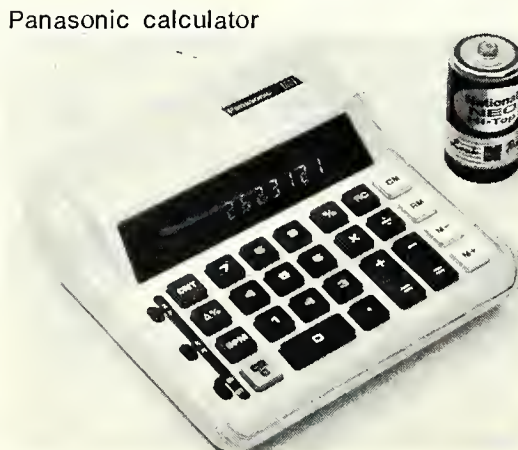
filled aerosols or with pump sprays, and comply with the EEC pressure regulation number 75/324.

All the containers have a standard 20mm finish, which enables spray or pump fittings of the same size to be used. The basic shape of the containers is the same, scaled up or down for each size. All incorporate a plain area for product identity and decoration on the upper section, while the lower portion offers a selection of four alternative embossed patterns—Doric, Gothic, fluted and hob-nail, as well as an entirely plain unit. They can be supplied in a minimum quantity of one pallet-load, i.e. 5,000 to 14,000, depending on size.

Rockware's standard aerosols are already being used by Chesebrough-Ponds' Ltd, for their Windsong and Cachet perfumes in the 50cc Doric container. *Rockware Glass Ltd*, Riverside House, Riverside Way, Northampton NN1 5DW.

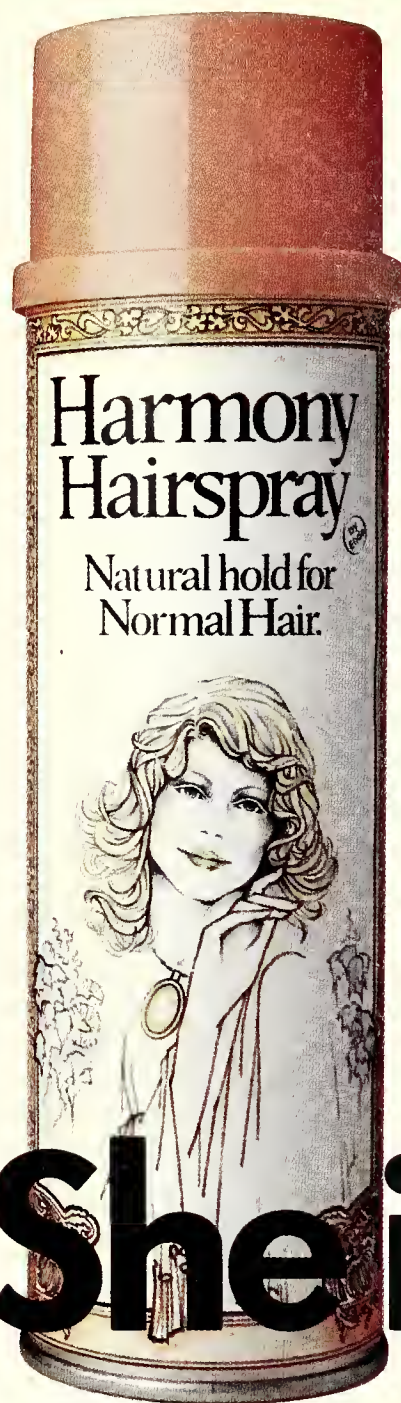
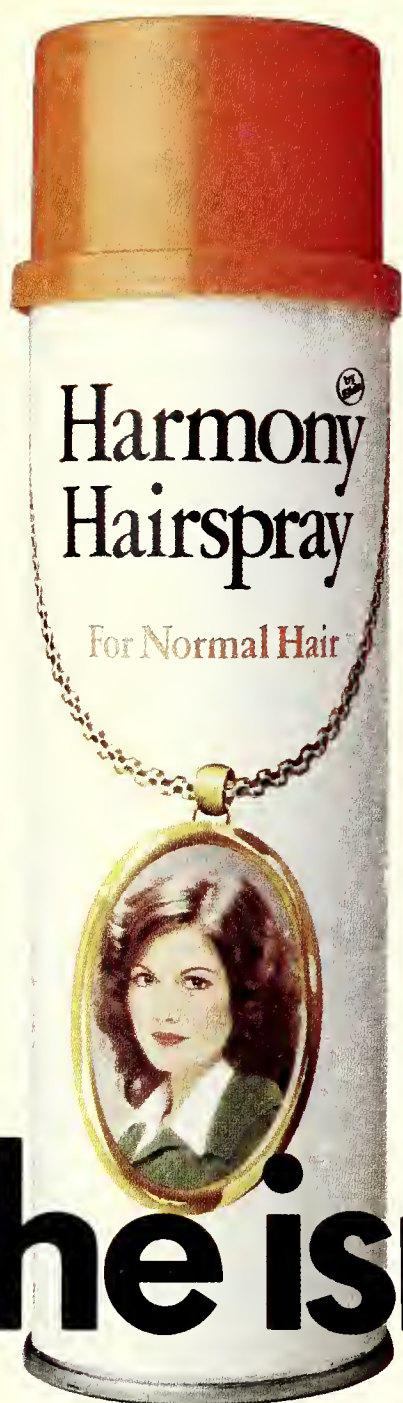
### Minifil machine

A machine capable of filling containers with quantities as small as a few milligrams has been developed by Autopack. The Minifil 204 complements the Autopack Dialafil 124 auger filler which fills quantities in the 5g to 50kg range. The Minifil, which can operate at speeds of up to 100 filling operations per minute, is electronically controlled and replaces the earlier mechanically operated model 33PA. Another feature is a "drop out" filling head, readily attached for sterilisation. *Autopack*, Malvern, Worcs.



Panasonic calculator





**She isn't. She is.**

SHE IS wearing brand-new, reformulated Harmony Hairspray—the one guaranteed to push Harmony sales even higher!

SHE IS ALREADY NO.2 in the hairspray market.

SHE'S GOT the hairspray that's just what today's consumers demand ... soft, light and natural-looking.

SHE'S ON the eye-catching new can—designed to reflect the soft, natural look.

SHE'S BIG exciting news—backed by nearly £¾ million of TV advertising.

SHE'S BOUND to be a big success—now ISN'T SHE!



Elida Gibbs  The brands that mean business.



# EQUALIA

## A proven answer to excessive water loss from the skin.

Equalia is a 'water in oil' emulsion that helps the skin control excessive water loss, the main reason why skin appears to age prematurely.

This problem is common to all ages and all skin types. The effectiveness of the answer Equalia provides is backed by many years of research and development.

Equalia has many distinctive properties.

- \* It helps control evaporation without being occlusive.
- \* It is most effective when used sparingly.
- \* The drier the air the more efficient it is.
- \* It works regardless of climatic conditions.
- \* Its effectiveness remains constant throughout the day.

In the first five months of 1978 £350,000 will be spent on promoting Equalia nationally in women's magazines and on radio.

**This makes it the biggest ever single product launch in the UK skin care market.**



*Equalia from Vichy*  
*Exclusive to chemists.*



# Bar codes on most food labels by 1982?

The UK Article Number Bank, from which manufacturers will be allocated product identification numbers, was launched last week. It is predicted that by 1982 most food pack labels will bear an article number in the form of a bar code and for a retailer with the computerised point of sale equipment to read symbols significant gains in stock control and sales information should result.

At a conference in London last week, the Article Number Association (UK) Ltd chairman, Mr Stanley Maughan, predicted that the development of article numbering and bar coding would have an impact on the grocery industry comparable to the introduction of self-service. At first the system will be applied to foods only because it is too complex to introduce on a wider scale and because food manufacturers have shown the most interest. However, the ultimate objective after curing the teething problems is to use the numbers to identify virtually all products through the distribution chain between manufacturer and point of sale.

## Prices on packs

Those retailers without the computerised equipment to read the bar codes will not be able to take advantage of the system but will be at no less disadvantage than at present, except that manufacturers will not mark prices on packs at source. The main reason is that the prices will be stored in the computer look-up table identified by the bar code when scanned by a red laser beam. Price changes can be easily made on the table but problems would arise if the packs were also price-marked.

Shelf pricing and posters will need to be used, however, if the proposed legislation for declaring prices to consumers is to be followed. To avoid charging new prices for old stock, the computer would be able to calculate how much old stock was left and introduce the new price only after that amount had been sold.

The ANA (UK) Ltd is an organisation formed by leading manufacturers, retailers and others to establish and administer article numbering and symbol marking in the UK. Companies applying for numbers must be full members of the ANA. Each £50 of subscription entitles members to between one and five company numbers. Further numbers cost £50 per number per year. Numbers are to be issued in strict sequential order with no significance attached to them.

A product number is required for every different retail unit, and for every

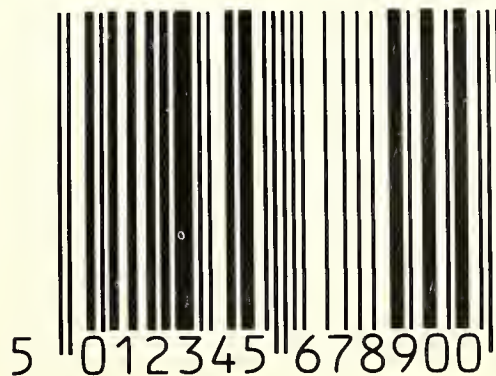
variant. Manufacturers may not re-allocate a previously assigned number for a new modification of an item, such as a product relaunch, a change in ingredients or redesigned pack which would create confusion in distinguishing old stock from new. Price changes will not necessitate new numbers. Thus separate numbers would be required for each different: variety (including flavour, colour, perfume, etc); size; multiple pack (banded packs, for example); and promotional variant. Numbers allocated to discontinued products may be re-used only after three years from the last supply.

## Thirteen digits

The UK article number consists of 13 digits (may not be abbreviated when quoting), the first two of which identify the nationality of the number bank issuing the number (50 in the UK). The bank allocates the next five digits which identify the manufacturer. The manufacturer applies the following five digits to his own products, in accordance with the rules of the Association. The final check digit is calculated by the manufacturer and verifies that the number has been correctly composed and that none of the digits are transposed. The numbers would not necessarily identify the manufacturer or country of origin because a foreign manufacturer would use a number of the country in which the goods are sold. The manufacturer's product digits may comply with his own internal codes at his discretion but only for retail units, not outers.

A retailer selling "own label" goods may use the manufacturer number of the producer or, if that would identify the producer, acquire his own number

The European Article Number bar code takes the form of a series of bars and spaces of varying width to a pre-determined structure and standard. The symbol can be read by a light pen and other electronic scanning devices



or use an "in-store" number provided the goods were not sold elsewhere.

It is expected that the bar coding would be applied to most food labels by 1982 because label designs are normally changed within three years and the symbol could be incorporated at that time for little extra cost. The UK system is compatible with the systems in 13 European countries and the Universal Product Code systems in the US, and should eliminate some language problems in international trade.

Benefits to customers are expected to include fewer checkout errors, better till receipts, and less time at checkout. The cost savings to retailers from improved stock control should at least minimise price increases if not produce cuts.

The ANA is seeking to enlist support and membership of manufacturers, retailers, wholesalers and other relevant organisations. Details are available from the secretary, ANA (UK) Ltd, 1 Castle Lane, Buckingham Gate, London SW1E 6DN. A guidance manual "Retail article numbering and symbol marking part I" costs £20 for members and £40 for non-members from ANA.

## Warning on buying POS systems prematurely

Mr Bill Patton, vice-president, marketing, of MSI Data Corporation, has warned against premature adoption of point-of-sale systems based on article numbering because its implementation could be slow.

He says that in America, where the system was introduced in 1973, out of 200,000 food stores, only 173 had point-of-sale systems with scanning operations by August 1977. Suitable point-of-sale terminals with scanners need the support of an in-store computer, the cost of which must be spread over the number of checkouts in the supermarket. UK supermarkets have an average of 8 to 10 checkouts, far less than their American counterparts and total cost per checkout could be as high as £4,500.

He suggests that retailers adopt a stock replenishment system using portable data terminals. Shelf labels, rather than the products themselves, may be printed showing a description and bar-coded European Article Number equivalent. When taking stock the retailer passes a wand scanner attached to an MSI terminal over the bar-coded shelf label and records the quantity required. Then, by coupling the terminal to an ordinary telephone, the information can be transmitted automatically to a computer centre or warehouse. The small independent retailer can use the MSI system if he is ordering principally from one supplier as in the case of symbol groups. He needs a MSI terminal costing around £1,000 and shelf labels.

In that way he could benefit from the common EAN system immediately the number bank is established.



# New regulations restrict medicines advertising

New Regulations relating to the prohibition, restrictions and requirements for medicinal product advertisements to the public come into force on February 1.

The Medicines (Labelling and Advertising to the Public) Regulations 1978 (SI 1978 No 41, HM Stationery Office, £0.35) prohibit advertising to the public of any medicine available only on prescription from a doctor or dentist. They also introduce safeguards against inappropriate claims in advertisements for over-the-counter medicines.

Advertisements that could lead to the use of a medicine or other article for self treatment of diseases unsuitable for self diagnosis will be banned. Such diseases include venereal disease, cancer, tuberculosis, epilepsy, kidney disease, paralysis, cataract, glaucoma and diabetes. Diabetic foods and supplements are not covered by the prohibition. The issue of an advertisement is defined as sale or supply or offer or exposure for sale or supply, of a medicinal product in a labelled container or package; supply with a medicinal product of a leaflet relating solely to products of that description.

The advertising of medicinal products for the treatment of specified diseases is also banned unless for particular specified purposes. For example, advertisements of medicines for diseases of the nervous system are prohibited except for symptomatic relief of headache and for the prevention of migraine and neuralgia providing such advertisements consist solely of labelled containers or packages or leaflets supplied with the product. Advertisers have until August 1, 1978, to amend or withdraw offending advertisements and until September 30, 1979, to amend leaflets and labels.

## Spermicide warnings

From September, manufacturers of spermicidal contraceptives will be required to put on advertisements, labels and leaflets, a warning that "a higher degree of protection against pregnancy will be afforded by using another method of contraception in addition to a spermicidal contraceptive." Advertisements must not claim or imply that a spermicidal contraceptive is a highly reliable means of contraception except when used with another method. Labels and leaflets must also carry a warning that where avoidance of pregnancy is essential the choice of contraceptive should be made in consultation with a doctor or family planning clinic.

Labels and leaflets of products conforming to the herbal, homoeopathic, anthroposophic and biochemic systems of medicine may contain references to

diseases and conditions that would otherwise be prohibited. They must state the philosophy of medicine on which the clinical recommendation is based and also advise the purchaser to consult a medical practitioner.

Any person contravening the Regulations shall be liable on summary conviction to a fine not exceeding £400 and liable on conviction on indictment to a fine or imprisonment not exceeding two years or both.

The Regulations also include a minor change in the operative date of the Medicines (Labelling) Regulations. Wholesalers must ensure that all their stock complies fully with both the labelling and advertising regulations after December 31, 1979, and retailers after December 31, 1980.

## Redundancy payment following offer of part-time job

A London Industrial Tribunal has awarded a full-time pharmacy manager a £240 redundancy payment after he was offered a part-time job at £60 a week because the premises were not making a profit.

The pharmacist, Mr David Thompson, 46, of Finchley, successfully claimed for redundancy pay against Stearn's (Chemists) Ltd, of Green Lanes, Winchmore Hill. Mr Thompson said he was told last summer that the pharmacy—in Chaseville Park Road, Winchmore Hill, which he had managed for about two years—would be closing down in December 1977 because it was uneconomical. Mr Alan Stearn, a director, offered him work at the company's two remaining pharmacies at £20 a day for three days a week. Mr Thompson had been earning £90 a week.

Mr Thompson said he thought the offer a good idea, but he could only accept it if he was able to get work for the additional two days. "I told Mr Stearn on October 31 I had not been able to get the extra work, so I would have to go after a full-time job." He began his present position on January 2.

Mr Stearn told the Tribunal that the pharmacy had not made a profit for about five years and the landlords had said they were going to increase the rent from £500 to £2,500 a year. Mr Thompson told him the part-time offer was a very good idea, but a few weeks later he said he would not be taking the job after all. "He handed me a written redundancy claim on November 8", said Mr Stearn.

He considered Mr Thompson was not entitled to a redundancy payment because the company had made him a

reasonable offer of alternative employment. Mr Thompson left on December 3, 1977, and received a week's salary plus two days holiday money.

The Tribunal chairman, Mr Arnold de Montmorency, making the award, said it was clearly a redundancy situation and Mr Thompson had acted reasonably in turning down the part-time offer.

## NHS evidence in NI

The Royal Commission on the National Health Service will be taking oral evidence in Northern Ireland from February 20-22. At last month's meeting the Pharmaceutical Society of Northern Ireland Council was told that it would not be possible to include all who had submitted written evidence. The president, Mrs C. O'Rourke is to represent Council at a reception. A full report will be published next week.

## Electric shaver market buoyant

The depression in consumer spending has resulted in a fall in the popularity of electrical appliances in general but nonetheless electric shavers still constitute a relatively buoyant sector of the consumer durable market. The Economist Intelligence Unit Ltd has reported in the latest *Retail Business* that unit sales of these products have increased every year since 1972. In 1976 the market totalled nearly 1.9 million, including 250,000 for women.

The market itself is divided into three main groups by type of shaver—rotary, slot or comb head. Each type has tended to be associated with a particular manufacturer—Philips for rotary, Remington for comb head and Ronson for its foil shaver. The report suggests there has been a tendency for the comb type to go out of fashion and Remington appear to confirm this by moving to foils.

Because the gift market has an appreciable proportion of sales—up to 60 per cent—it is difficult to pinpoint distribution sources. Trade estimates for the outlet shares vary but give almost 15 per cent to independent retailers (down from about 17 per cent in 1968); 30 per cent to multiples; 15 per cent to Boots and 25 per cent to wholesalers, coupon and stamp outlets and "other retail".

## Paediatric pharmacy

A one-day symposium on "Paediatric pharmacy," organised by the Guild of Hospital Pharmacists, is to be held on March 4 at Alder Hey Children's Hospital, Liverpool. The programme includes talks on "The role of the pharmacist in the care of the sick child," "Estimating doses for children," "Medicines and child safety" and "Special formulations used in children's hospitals in the UK." Applications with the symposium fee (£3.50, including lunch and coffee) should be sent to Mr W. T. Brookes, area pharmacist, Leighton Hospital, Middlewich Road, Crewe.



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For the relief of  
cough in Laryngitis,  
Tracheitis and for  
all unproductive  
and 'ticklish' coughs.

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Active constituents: Pholcodine BP 5.63mg (0.113% w/v), Terpin Hydrate BPC 1968 2.82mg, Menthol BP 1.41mg, Cineole BPC 0.002mg

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Give your order to your Radiol  
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Essex CM8 3AG.



# Ingredient cost discounting

*This is the second in our series on the NHS contract and chemists' remuneration following discussions with Mr A. J. Smith, Pharmaceutical Services Negotiating Committee chief executive.*

The total cost of drugs and appliances reimbursed to contractors is calculated according to Drug Tariff provisions, less a discount on a scale rising from 0.1 per cent where more than 1,500 prescriptions a month are dispensed, to 2.7 per cent where the number is over 8,000. This scale is determined by the Secretary for Social Services after consultation with the Pharmaceutical Services Negotiating Committee and is derived from discounting inquiries, officially known as net ingredient cost adjustment factor inquiries.

The purpose of these inquiries is to establish what price the average contractor actually pays for the drugs he dispenses, so as to ensure that the Drug Tariff requirement—that contractors are

discount obtained from the scale shown below. The scale in general reflects the fact that the more prescriptions a contractor dispenses, the higher discounts he can obtain, but there may be slight discrepancies at the lower end where, for example, a smaller contractor deals with only a few doctors, is familiar with their prescribing habits and can adjust his buying to obtain the most favourable terms.

It is important to appreciate that this factor not only reflects the advantageous buying terms available to the larger contractors, but it also takes account of changes in pack sizes bought by chemists, and fluctuations in drug costs between time of purchase and time of dispensing. The NIC factor adjustment inquiry is based on examination of the invoices provided by a sample of contractors (*Chemist & Druggist*, January 7, p21) and therefore reflects the actual price paid for drugs by the pharmacists involved.

Under his Terms of Service a contractor receives payment calculated from the Drug Tariff basic price for all standard drugs he has paid more or less than the Tariff price; the NIC factor adjustment inquiry covers the possibility of pharmacists not buying the common pack size.

## WESTMINSTER REPORT

### Small pharmacies payment changes?

Questioned by Mr Clement Freud about the cost of the essential small pharmacies scheme, Mr Roland Moyle, Minister for Health, said in a written Commons answer that the scheme was financed out of the total NHS remuneration. Payments to qualifying pharmacies in 1977, the first year in which the scheme was in operation, amounted to £237,616.

Since smaller pharmacies would receive substantial increases under the recently introduced differential payment system, the DHSS had suggested that the average payment under the essential small pharmacies scheme should be reduced in order that more pharmacies

would qualify for help within the same total cost.

At last month's meeting, the Pharmaceutical Services Negotiating Committee considered the Department's proposals but could not agree to them. PSNC has formulated alternatives for negotiation.

## Display of prices

In oral answers to a series of questions on various aspects of prices and display of prices, Mr Robert MacLennan, Under-Secretary for Prices and Consumer Protection, said that flash offers tended to confuse customers and he was considering introducing a requirement that when a price reduction is shown, both the net price and the price from which the reduction is made should be marked. The Office of Fair Trading had been examining the general question of bargain offers and was expected to submit recommendations shortly. Mr MacLennan hoped to be able to move rapidly on the matter.

Mr Ioan Evans pointed out that often the small print on 5p or 10p off offers showed that the customer had to send to the manufacturer to get the refund. Mr MacLennan said that shoppers often did not realise that flash offers indicating so many pence off were indicative not of the retail price but the manufacturer's recommended price, which may bear little relationship to the price that would normally be paid.

He agreed that the recommended retail price system gave rise to confusion, and it was with that in mind that the House took powers in the Price Commission Act to enable the Price Commission to examine cases in which it was particularly confusing and to make recommendations for its removal. "We are proceeding entirely in line with the provisions in the Act," he continued, "and will be looking at a number of other sectors. That is not the end of the story. It will be possible for us to proceed across the board if it is appropriate to do so." Any recommendation from the Price Commission would be acted upon most speedily.

Asked by Mr Townsend if, in order to prevent profiteering, legislation would be sought to require street traders to display prices, Mr MacLennan said the government intended to make an order requiring price display for retail sales of food and drink. Interested parties were currently being consulted, and consideration was being given to the inclusion of street traders in the order as a means of dealing with most of the undoubted abuses that take place.

Mr John Fraser, Minister of Prices and Consumer Protection, is hoping to make an order on VAT pricing soon.

## Veterinary drugs

Some Conservative MPs have tabled a prayer against the Medicines (Exemption from Restrictions on Retail Sale or Supply of Veterinary Drugs) Order 1977.

### Discount scale

Number of Prescriptions Dispensed During Month	Discount %
Up to 1500	Nil
1501-1550	0.1
1551-1600	0.2
1601-1650	0.3
1651-1700	0.4
1701-1750	0.5
1751-1800	0.6
1801-1850	0.7
1851-1900	0.8
1901-2000	1.0
2001-2250	1.1
2251-2500	1.2
2501-2750	1.3
2751-3000	1.4
3001-3250	1.5
3251-3500	1.6
3501-3750	1.7
3751-4000	1.8
4001-4500	1.9
4501-5000	2.0
5001-5500	2.1
5501-6000	2.2
6001-6500	2.3
6501-7000	2.4
7001-7500	2.5
7501-8000	2.6
8001 and over	2.7

reimbursed the basic cost of drugs supplied—is being complied with. The inquiries produce the discount factor—a percentage which reflects the average level of discount obtained.

A new discount scale was negotiated by PSNC in 1977 and introduced last June, bringing the discounting factor down to 1.54 per cent ie, the average



# Can you get something for nothing?

**YES IT IS POSSIBLE.** By having your shop or store modernised under our new leasing scheme you could more than pay for the cost of new equipment out of increased turnover **AND MAKE EXTRA PROFIT TOO!**

## Let us show you how...

A well-planned refit with new shelving and gondolas etc. can increase your turnover by 30% (some of our customers experience considerably higher increases). By leasing new equipment under our scheme the increased profit you receive each week should more than pay for the cost of the equipment. **So you really could get something for nothing.** Not only do you get all the advantages of a bright modern shop to work in but extra profits as well.

Any amount of equipment can be leased from £300 worth to £20,000 from as little as £2.07 per week.

## Add this to the other benefits of leasing.....

No large deposit is required, only the first months rental in advance.

A fixed rental throughout the period despite inflation.

Your capital is available for purchasing stock to cope with the increased trade.

All leasing payments are allowable business expense for tax purposes.

At the end of 4 years a once-only payment of a maximum of £60.00 covers you for the next 10 years.

If you sell your business the lease can be assigned or a sale can be arranged to your benefit.

**We also have a wide variety of other extended finance and hire purchase schemes.**

**"I would like you to discuss with me how I can achieve maximum benefit from fitting out my shop."**

P.S. You can also contact our regional offices at these numbers:

**Scotland:** East Kilbride (03552) 38521    **North:** Farnworth (0204) 793316/7  
**Midlands:** Newport (Salop) (0952) 810845    **South:** Newhaven (07912) 4312

**SHOWRAX**  
part of The  
Northfleet  
Group



**Baxter Fell Northfleet Ltd.**

Tower Works, Lower Road, Gravesend, Kent DA11 9BE.  
Telephone Gravesend (0474) 60671 (10 lines)  
Telex 965130

Name .....

Address .....

Tel. ....

CD4/2





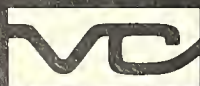
## Vernon-Carus Ltd.

pioneered commercially produced Sterile Dressing Packs in the United Kingdom almost twenty years ago and have led the field ever since.

*Vernaid* REGD  
The BRAND LEADER



CONFORMING TO THE  
N.H.S. DRUG TARIFF SPECIFICATION



**Vernon-Carus Ltd.**

PENWORTHAM MILLS  
PRESTON LANCs. Tel. 44493/8

Obtainable from all wholesale chemists

## Register here

To: Sweda International, 27 Goswell Road,  
London EC1M 7AL Tel 01-253 3090

Please let me know more about the new Sweda electronic cash registers

Name  
Trading as  
Address

Telephone  
Type of business.

CD4/2



## A new generation of electronic cash registers

bring all the benefits of the electronic era to your business. The Sweda 450, 350 and 250 combine forty years experience in solving the problems of retailers with the latest developments in electronic technology to provide more control . . . more analysis . . . more quickly than ever before.

Technically advanced yet simple to operate, these new Swedas will save you, your staff and your customers both time and effort.

Whatever your business, there is a Sweda electronic cash register right for you at a price that could surprise you. With Branches in all principle cities, throughout the U.K. protect yourself with the safeguard of dedicated Sweda Service and Sales Support.

Why not fill in the above coupon and take the first step into the electronic age.

**SWEDA**



Supplement to Chemist and Druggist  
February 4th 1978.

# Bartex

for beautiful  
people

1978  
*Photochromic  
Sunglass  
Collection*





Prices do not include VAT



**466**

Super quality metal frames in assorted nickel and gilt. Each pair supplied complete with luxurious sunglass case.

**Retail**

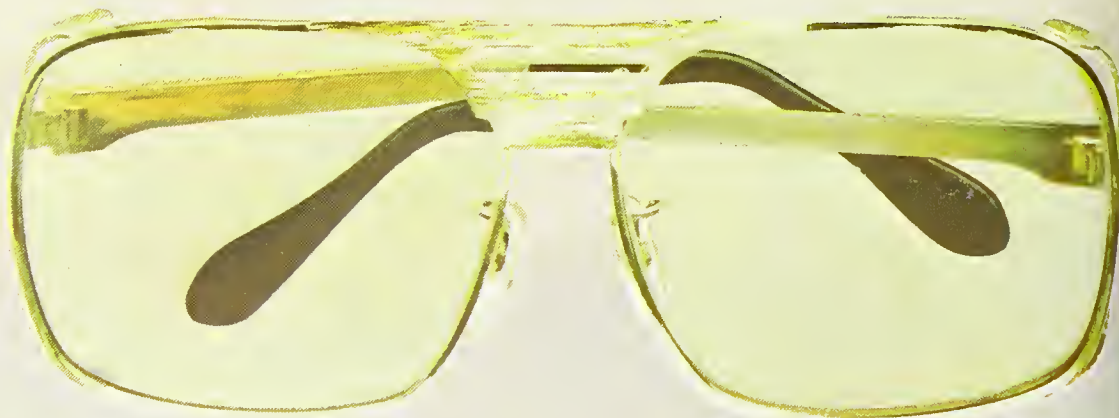
**£7.50** each

**556**

Super quality metal frames in assorted nickel and gilt. Each pair supplied complete with luxurious sunglass case.

**Retail**

**£7.50** each



**5603**

Metal frames, assorted nickel and gilt. Each pair supplied complete with high quality sunglass case.

**Retail**

**£5.50** each



*top value sunglasses*



# Bartex

for beautiful people

1978  
*Fashion  
Sunglasses*





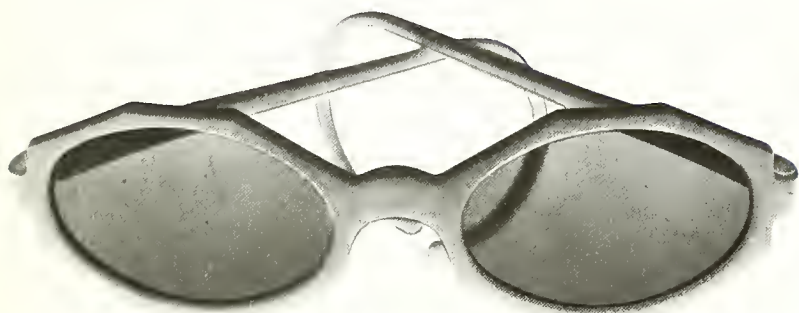
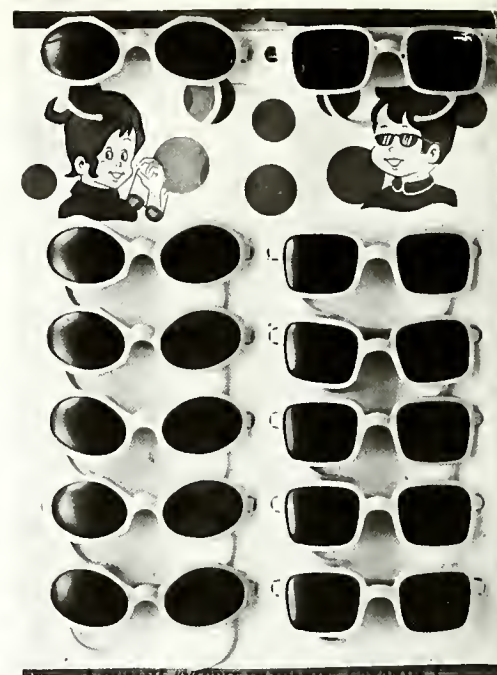
# Childrens fashion

Prices do not include VAT

**178**

Children's polythene, two styles, carded 1 doz.

**Retail 18p each**



**278**

Children's pilot shape, plastic lenses, assorted colours.

**Retail 16p each**



**378**

Children's round eye, plastic lenses, assorted colours.

**Retail 16p each**



**478**

Children's plastic frames, acetate lenses, two assorted shapes, assorted colours. Carded or display boxed.

**Retail 18p each**





# Tops in value

Prices do not include VAT



**578**

Ladies'/Mens' shield shape, plastic lenses, pin hinge, assorted colours.

**Retail 20p each**



**678**

Men's style, Rayban bridge, plastic lenses, pin hinge, assorted colours.

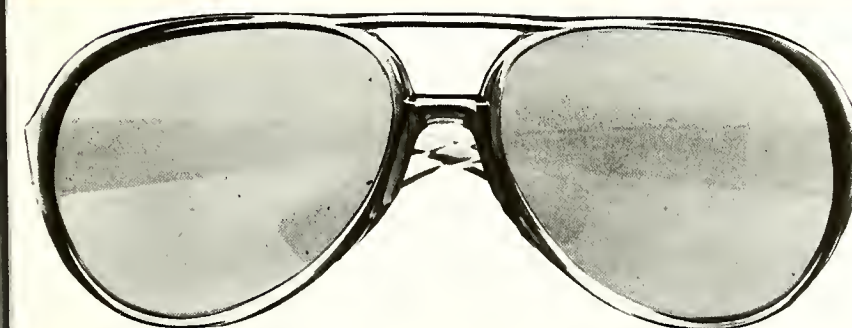
**Retail 20p each**



**778**

Ladies'/Men's style, Rayban bridge, plastic lenses, pin hinge, assorted colours.

**Retail 20p each**



**878**

Men's style, pin hinge, plastic lenses, shell only.

**Retail 65p each**



**978**

Ladies' style, pin hinge, gradient frame, assorted colours.

**Retail 65p each**



**1078**

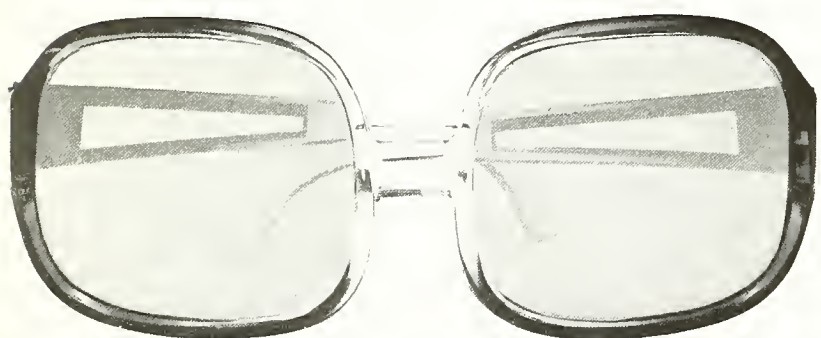
Men's style, pin hinge, plastic lenses, shell only.

**Retail 65p each**



# Popular range

Prices do not include VAT

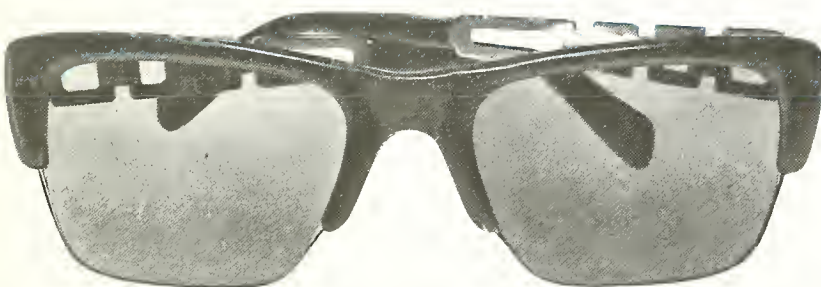


**1178**

Ladies' style, pin hinge, plastic lenses, three assorted shapes, assorted colours.

**Retail 65p each**

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**1278**

Men's browline, pin hinge, metal branch.

**Retail 65p each**

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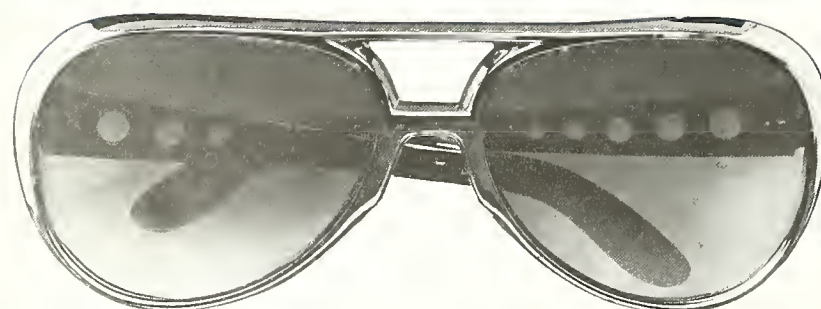


**1378**

Assorted styles, mirror lenses, pin hinge, black and shell.

**Retail 65p each**

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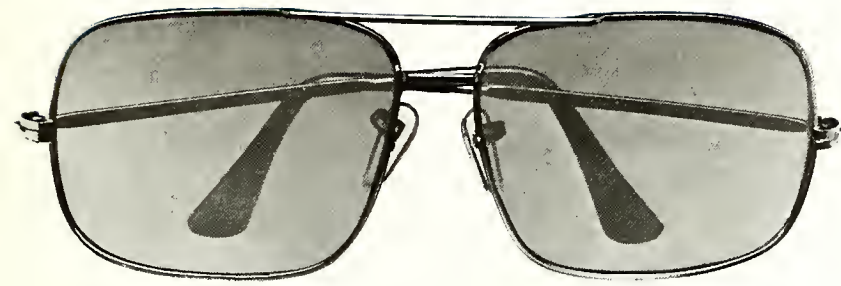


**1478**

Pilot shape, R/T branches, metallised frames, chrome only.

**Retail £1.25 each**

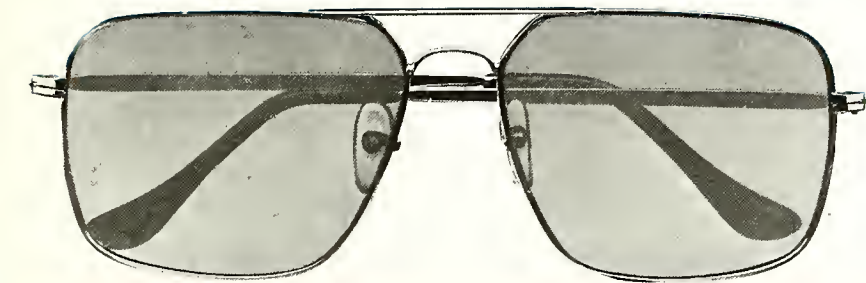




**1578**

Metal frames, nickel and gilt, tempered lenses.

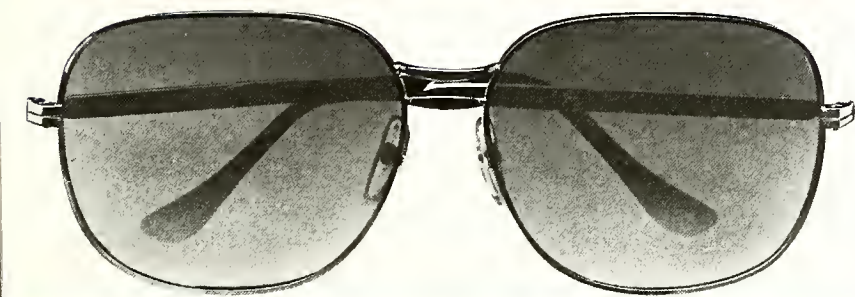
**Retail £1.60 each**



**1678**

Metal frames, nickel and gilt, tempered lenses.

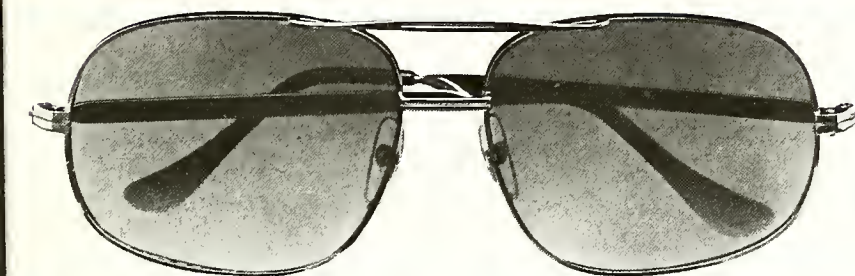
**Retail £1.60 each**



**1778**

Metal frames, nickel and gilt, tempered lenses.

**Retail £1.60 each**



**1878**

Metal frames, nickel and gilt, tempered lenses.

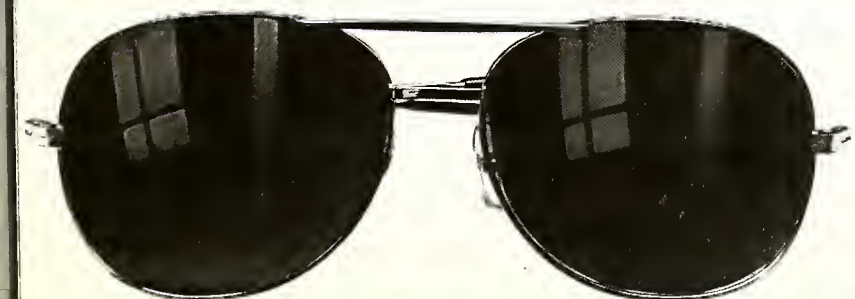
**Retail £1.60 each**



**1978**

Metal frames, mirrored tempered lenses, nickel and gilt.

**Retail £1.75 each**



**2078**

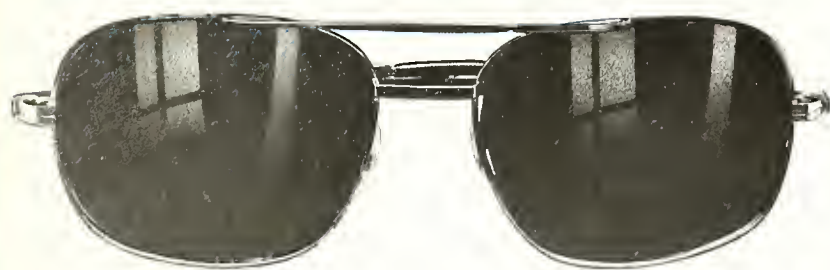
Metal frames, mirrored tempered lenses, nickel and gilt.

**Retail £1.75 each**



# Stylish look

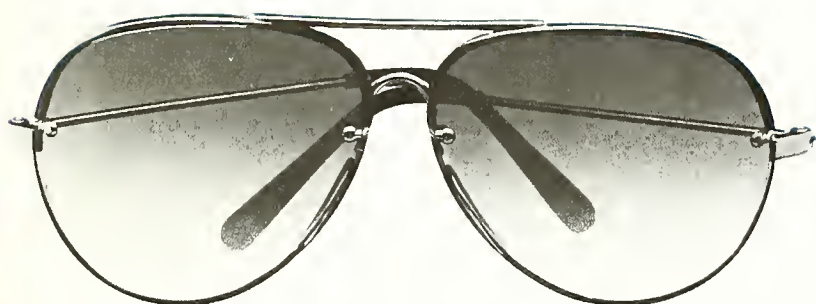
Prices do not include VAT



**2178**

Metal frames, mirrored tempered lenses, nickel and gilt.

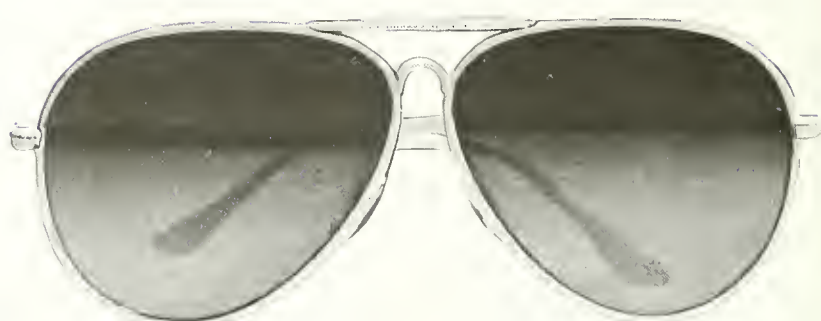
**Retail £1.75 each**



**2278**

Two assorted unisex style rimless, degradé lenses.

**Retail £1.85 each**



**2378**

Three assorted unisex style, metallised frames, assorted colours, degradé lenses.

**Retail £1.85 each**







**2478**

Unisex style, reinforced branches, assorted coloured gradient frames, tempered lenses.

**Retail £2.00 each**

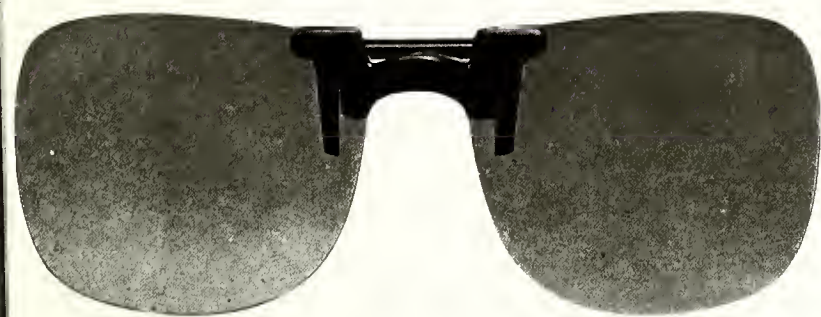


**2578**

Ladies style, assorted colours, reinforced branches, CR39 scratch resistant lenses.

**Retail £3.00 each**

## CLIPOVERS



**10055**

Large

**10053**

Medium

**Retail 30p each**



**M1A**

Small

**M1B**

Medium

**M1C**

Large

**Retail 60p each**



*stands* (subject to availability)



F2

This beautiful display stand supplied free of charge with an assortment of Bartex Fashion Sunglasses, value £150 to the retailer (**plus VAT**).



F1

This colourful counter display stand supplied free of charge with an assortment of Bartex Fashion Sunglasses, value £75 to the retailer (**plus VAT**).

**Sunglass Cases**  
available on request.



**TRADE DISCOUNT**  
Increased trade  
discounts to  
wholesalers in 1978





Supplement to Chemist and Druggist  
February 4th 1978.

# Bartex

for beautiful people

*1978 Polarised Sunglasses*





# top value sunglasses



**PL 1B** Polarised for boys. Assorted coloured plastic frames. 12 pieces per display box. **Retail 65p each.**



**PL 2G** Polarised for girls. Assorted coloured plastic frames. 12 pieces per display box. **Retail 65p each.**



**PL 3B** Polarised for boys. Assorted coloured plastic frames. 12 pieces per display box. **Retail 65p each.**



**PL 4G** Polarised for girls. Assorted coloured plastic frames. 12 pieces per display box. **Retail 65p each.**

**Prices do not include VAT**





# 1978 styles & colours



**PL 180** Assorted coloured frames. 12 pieces per display box.  
**Retail £1.00 each.**



**PL 14** Metallised chromed frames. **Retail £2.00 each.**



**PL 10520** Metallised frames, assorted nickel and gilt. **Retail £2.00 each.**



**PL 837** Metal frames, assorted nickel and gilt. **Retail £2.25 each.**

**Prices do not include VAT**



# *top value sunglasses*



**PL 3021/2** Two assorted rimless shapes, nickel and gilt. **Retail £3.00 each.**



**PL 4084**



**PL 35576**



**PL 35673**

**PL 4084** Three assorted shapes including **PL 4084**, **PL 35576**, and **PL 35673**. Metal frames, nickel and gilt. **Retail £4.50 each.**

**Prices do not include VAT**





# clipovers & flip-clips



**PL CLIP-OVERS** Bartex polarised one-piece Clip-overs available in small, medium and large sizes. Complete in protective case. **Retail £1.25 each.**



**PL FLIP-CLIPS** Bartex polarised Flip-clips available in medium and large sizes. Complete in protective case. **Retail £1.25 each.**



This new polarised Clip-over and Flip-clip stand is supplied free of charge with a pre-packed assortment of 16 pairs assorted sizes Clip-overs, and 8 pairs assorted sizes Flip-clips. **Price to retailer £20.00**

**Prices do not include VAT**



# stands stands (subject to availability)

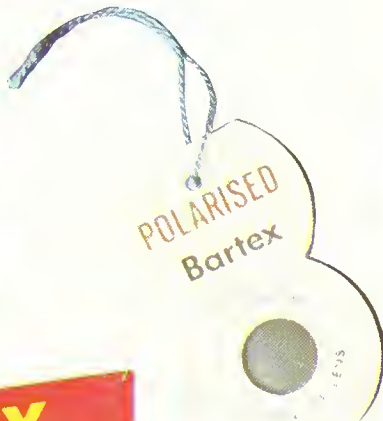
## Display stands

Your Bartex sunglasses will sell themselves with these eye-catching sales aids which are ideal for window or counter displays.

### PL1

← This stylish mirror-top display stand is supplied **free of charge** with a full assortment of Bartex polarised sunglasses to the value of £150 to the retailer.

Bartex polarised test filter.



The boxes that provide your customer with a **100% money back guarantee**, without affecting your profits.



PL2



PL3

Either of these counter display stands are supplied **free of charge** with a minimum order to the value of £60 to the retailer.



Alfred Franks & Bartlett Co. Ltd., Bartex House, 167-185 Freston Road, London W10 6TH. Telephone: 01-960 0922/8.

Bartex 1978 sunglasses – supported by even greater national advertising on the buses, in the press, and on radio!





# Bartex

## Super Fashion Sunglasses



SELECTION SF1

This stand supplied free with a ready assortment of 30 pairs of Bartex Super Fashion Sunglasses.



SELECTION SF2

This stand supplied free with a ready assortment of 60 pairs of Bartex Super Fashion Sunglasses.

SELECTION SF1	Range	SELECTION SF2
10 pairs at £2.75p retail	F.16 to F.25	20 pairs at £2.75p retail
9 pairs at £3.40p retail	F.27 to F.30	16 pairs at £3.40p retail
4 pairs at £3.50p retail	F.31 to F.34	12 pairs at £3.50p retail
7 pairs at £4.00p retail	F.35 to F.38	12 pairs at £4.00p retail
GIVING A RETAIL VALUE OF £100.10p	PRICES DO NOT INCLUDE VAT	GIVING A RETAIL VALUE OF £199.40p

EXTRA SPECIAL LARGE DISCOUNTS OFFERED ON THESE SELECTIONS



ALFRED FRANKS & BARTLETT CO. LTD.  
BARTEX HOUSE, 167-185 FRESTON ROAD,  
LONDON W10 6TH. TEL: 01-960 0922/8.









# ALFRED FRANKS & BARTLETT CO. LTD.,

BARTEX HOUSE, 167–185 FRESTON ROAD, LONDON, W10 6TH

From.....

TELEPHONS: 01-960 0922/8

Address.....

TELEGRAMS: ALFRANKO, LONDON, W10 6TH

.....

Date.....

Tel. No. ....

Delivery.....

## POLARISED

REFERENCE No.	QUANTITY	RETAIL PRICE
PL 1B		65p each
PL 2G		65p each
PL 3B		65p each
PL 4G		65p each
PL 180		£1.00 each
PL 14		£2.00 each
PL 10520		£2.00 each
PL 837		£2.25 each
PL 841		£2.25 each
PL 272		£2.25 each
PL 3005		£2.50 each
PL 1052		£2.60 each
PL 1054		£2.75 each
PL 10058		£2.75 each
PL 10071		£2.75 each
PL 244		£2.75 each
PL 3021/2		£3.00 each
PL 4084 ASSTD.		£4.50 each

POLARISED STANDS (Free) see brochure

PL 1 ☐ PL 2 ☐ PL 3 ☐

## POLARISED CLIPOVERS

SMALL		£1.25 each
MEDIUM		£1.25 each
LARGE		£1.25 each

## POLARISED FLIPCLIPS

MEDIUM		£1.25 each
LARGE		£1.25 each

24 pieces pre-packed Polarised clipover stand ☐ Retail value £30

## PHOTOCHROMIC

2124		£4.95 each
2126		£4.95 each
208		£5.50 each
559		£5.50 each
900		£5.50 each
5603		£5.50 each
556		£7.50 each
466		£7.50 each

PHOTOCHROMIC STANDS (Free) see brochure

PC 1 ☐ PC 2 ☐ PC 3 ☐

## SUPER FASHION

STAND SF1 30 pairs pre-assorted Bartex Super fashion sunglasses ☐ retail value £100.10

STAND SF2 60 pairs pre-assorted Bartex Super fashion sunglasses ☐ retail value £199.40

## STANDARD FASHION

REFERENCE No.	QUANTITY	RETAIL PRICE
178		18p each
278		16p each
378		15p each
478		18p each
578		20p each
678		20p each
778		20p each
878		65p each
978		65p each
1078		65p each
1178		65p each
1278		65p each
1378		65p each
1478		£1.25 each
1578		£1.60 each
1678		£1.60 each
1778		£1.60 each
1878		£1.60 each
1978		£1.75 each
2078		£1.75 each
2178		£1.75 each
2278		£1.85 each
2378		£1.85 each
2478		£2.00 each
2578		£3.00 each

FASHION STANDS (Free) see brochure

F 1 ☐ F 2 ☐

## CLIPOVERS

10055 Large		30p each
10053 Medium		30p each
M1A Small		60p each
M1B Medium		60p each
M1C Large		60p each

LESS USUAL TRADE DISCOUNTS

Cases available on request

Please state whether pieces or dozens

Signed.....

ALL PRICES EXCLUDE V.A.T.

WITHOUT OBLIGATION









**2124**

Plastic frames in assorted colours. Reinforced branches. Each pair supplied complete with high quality sunglass case.

**Retail**  
**£4.95** each



**2126**

Plastic frames in assorted colours. Each pair supplied complete with high quality sunglass case.

**Retail**  
**£4.95** each



**208**

Metal frames, assorted nickel and gilt. Each pair supplied complete with high quality sunglass case.

**Retail**  
**£5.50** each



**559**

Metal frames, assorted nickel and gilt. Each pair supplied complete with high quality sunglass case.

**Retail**  
**£5.50** each



**900**

Metal frames, assorted nickel and gilt. Each pair supplied complete with high quality sunglass case.

**Retail**  
**£5.50** each

Prices do not include VAT

*the photochromic pricebeaters*



*stands* (subject to availability)

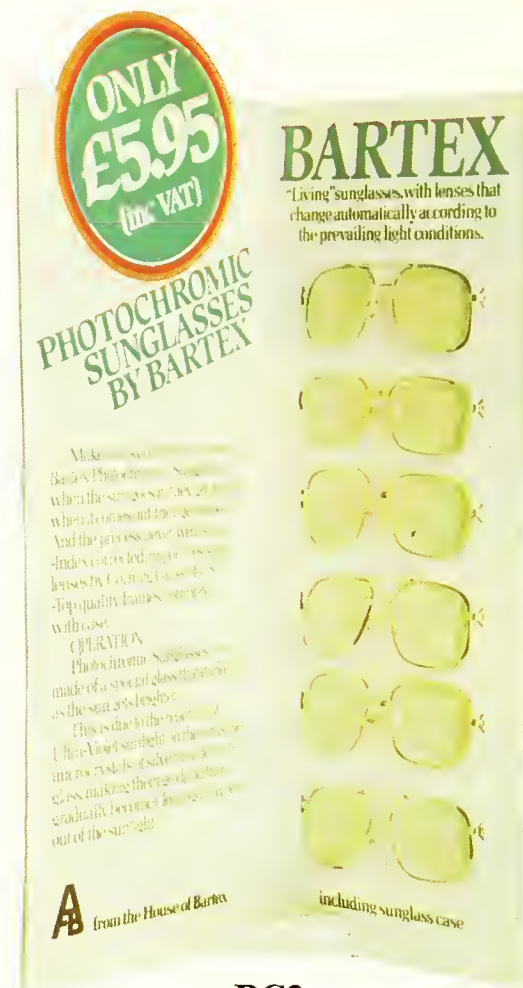


**PC1**

New for 1978 is this unique counter display stand, supplied free of charge with every order for 24 assorted Bartex photochromic sunglasses.



**PC2**



**PC3**

**Either of these free counter display stands supplied with every order for 12 assorted Bartex photochromic sunglasses.**

## BARTEX PHOTOCHROMIC SUNGLASSES

### Operation.

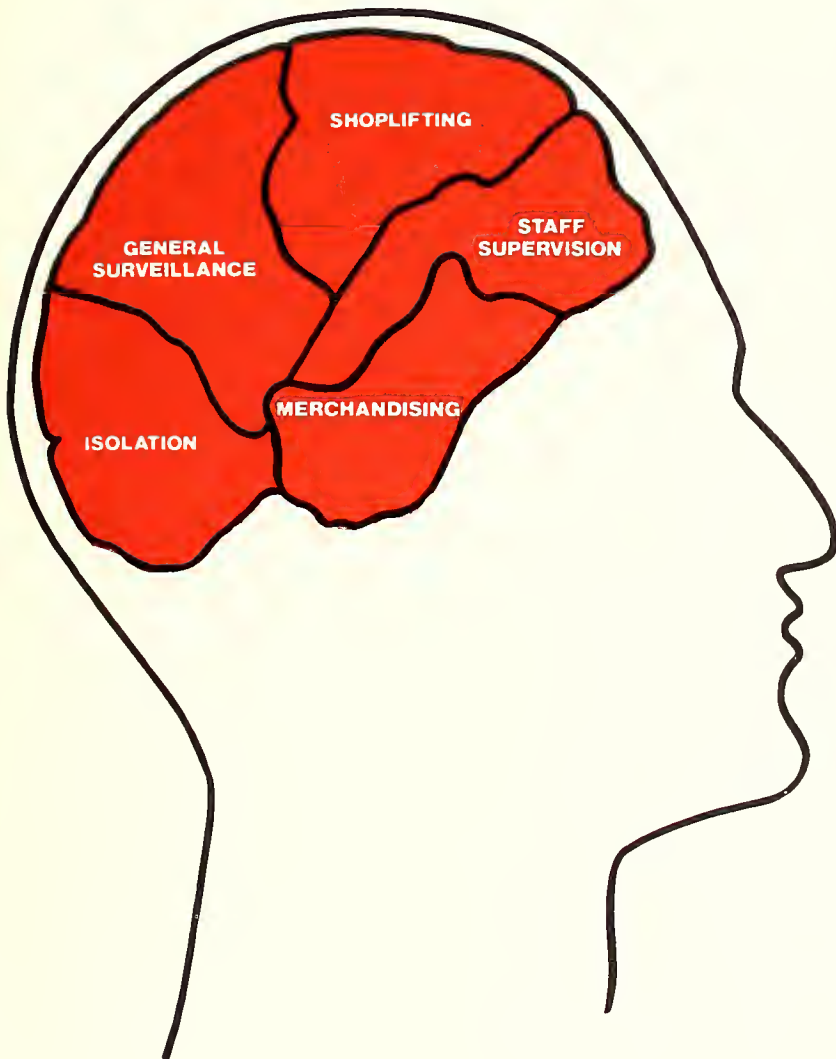
When exposed to sunlight the photochromic glass darkens. The more intense the light the more intense will be the colouration. When removed from sunlight the colouration will gradually disappear.

Every pair of Bartex photochromic sunglasses have top quality, tempered, index corrected, ultra violet absorbing lens material made by Corning of U.S.A.





# What is your particular headache?



## Shoplifting

Or to give it the proper name Shoptheft. A growing problem, Government figures indicate that Pharmacists could be losing 2-5% of their counter turnover.

## Staff Supervision

More effective staff control. Customers requiring attention may be spotted immediately and staff directed to them without delay.

## General Surveillance

Be aware of what is going on in your pharmacy at all times. A Securivision intercom unit can be incorporated to enable you to effectively intervene with advice and warnings.

## Merchandising

With Securivision expensive goods can be displayed more openly, resulting in increased sales.

## Isolation

Don't feel isolated in your dispensary. Condense your whole pharmacy into the area of a Securivision screen. Be Aware At A Glance.

If you are suffering from any of these common ailments, Securivision CCTV is the sensible remedy and acts in an efficient, satisfactory and proven way.

### Supplement to Chemist and Druggist. Date April 1st 1978.

Please arrange for a Securivision representative to survey my premises and advise me of my exact requirements without any obligation.

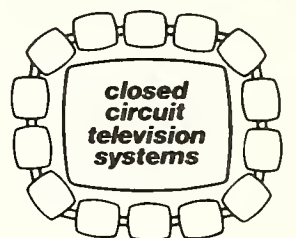
Name \_\_\_\_\_ (BLOCK CAPITALS PLEASE)

Address \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

My Telephone No. is \_\_\_\_\_

My half-day is \_\_\_\_\_

Name of person to be contacted \_\_\_\_\_



**securivision**

For office use only  
N.P.A. Ref. No.

**TV**



# The Securivision prescription for increased profits

## Pharmacists questions and answers

### Q. Is my pharmacy too small for Securivision?

A. Securivision Systems may be tailored to suit any size pharmacy. If your aim is increased profits then no matter how small your premises Securivision will help by reducing 'shrinkage'.

### Q. How much does it cost?

A. Securivision Systems may be leased on a comprehensive plan which includes installation, a first class back-up service and your own full maintenance guarantee. Price, of course, depends on your own particular application, but an average cost for a medium size pharmacy is around £4.50 a week.

### Q. Why Securivision?

A. Because we are the specialists in CCTV for the Pharmaceutical profession. We know the problems peculiar to your profession and have applied our expertise to help solve them.

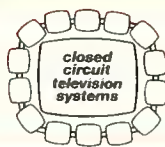


### Notice to all N.P.A. members

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# |2|



# LETTERS

## Smaller electoral areas for PSNC

Last September I had, to use a current expression, my drug cabinet "knocked off." December past, two of my display windows were broken in a smash and grab raid. A few days ago in a violent storm in this area I had the roof felting blown off my single-storey shop. This was followed immediately by a flood of water through my dispensary.

Towards the weekend, feeling a little down and out, I decided to take the various pharmaceutical journals home to read in peace and quiet and there it was—the final blow to what had been a series of disastrous events—Mr Bernard Lewis's letter (*C&D*, January 14, p61) and, of course, he was right. Communications to the PSNC had been the topic of discussion at the first Lincolnshire meeting ending up in the credit worthy result of an annual contractors' conference.

The question of communications at Local Pharmaceutical Committee level was raised recently by Mr Baumber and followed up by my comments, but I would like to go a stage further. Having now had a chance to look at the size of the areas that each elected PSNC representative has to represent they are all very big ie from Lincoln to Northumberland there are 22 Family Practitioner Committee territories. Representation is made more difficult by the elected representative having to attend PSNC meetings at least once a month and sometimes more. That is one of the reasons why I support Geof Urwin for the way in which he has taken so much trouble to be available whenever he has been wanted whilst working to a very tight timetable.

## More representatives

Furthermore, I do not think that the present situation is altogether satisfactory. I feel that the area he has to look after is too big and I also feel that PSNC does not seem to be responsible to anyone for its actions. As elected representatives are in a minority, I feel that the time has now come when the electoral areas should all be reduced in size and the number of elected representatives be increased to constitute a majority on PSNC. In fact, it might not be a bad idea to scrap the whole of the present system of NPA nominated representatives and replace it with all the PSNC representatives being directly elected. This will effectively reduce each electoral area by half.

Just a small final thought: I know that when Controlled Drug cabinets were installed an element of costing in NHS payments was allowed for the first

cabinet but were any allowances made for the replacement and the next one, etc? Apart from hammering insurance companies who, one day, will say "enough is enough," have any allowances been made to meet this situation?

**J. S. Anderson**

Newcastle upon Tyne

A PSNC spokesman said that no allowance is made for replacement cabinets, unless the cost is picked up in a costs inquiry when a participating contractor has had to buy a new cabinet—Editor.

## The voice that reached Hull

Further to the correspondence regarding Mr Urwin, we feel that we must correct the erroneous assumption made by Mr Lewis (*C&D*, January 14, p61). As has been stated, Mr Urwin has spoken in Hull, and we have also been in touch with him both in writing and by telephone. If he has not been in residence, he has always rung back. We have not, therefore, "been equally neglected", and feel that Mr Urwin is being unfairly treated by the correspondence. He has worked hard in the cause of pharmacy, and time will tell whether his views are correct.

**David H. Newton**

Secretary, Humberside Pharmaceutical Committee

## POM items to be destroyed?

Enclosed is a copy of the letter I have just sent to Mr David Ennals, Secretary for Social Services, and to my own MP, Mr David Hunt. Perhaps colleagues who feel as strongly as I do on this matter could write to their MPs.

**M. Weinronk**

Wirral, Merseyside

Mr Weinronk's letter reads: "As a pharmacist in general practice, I am writing to you to let you know my feelings about some of the recently published Statutory Instruments which bring into operation Part III of the Medicines Act 1968.

These Instruments were published on January 5 to take effect on February 1. This gives 26 days in which to clear stocks of those medicines which will be prescription only after that latter date, but which are at the moment freely available from pharmacies. Medicines are not articles of normal trade and cannot be 'sold off' at cut prices to anyone who will buy, just to get rid of the stock. Frankly, I consider that 26 days is inadequate notice to the retail section of my profession to dispose of such stocks and I would appreciate it if you would arrange to have another look at this matter to see if you could not postpone the date of operation.

If I am not given at least some transitional period in which to sell the stock

on hand at the moment, the considerable cost of these items, which mainly will have to be destroyed, will unfortunately have to be borne by the general public in higher prices on other lines. This I am very reluctant to do but I cannot afford to pour stock 'down the sink' with no return.

I would urge you to reconsider this matter in the light of the problems that pharmacists are experiencing."

## Not outrageous

Xrayser describes as "outrageous" my call for the rejection of the Clothier report and cannot see any reason for the call. One might have thought my letter gave adequate reasons which have been widely supported by other contributors to the pharmaceutical Press. What, of course, I am holding out for is the recognition of pharmacy as a profession quite distinct from the profession of medicine and requiring quite different qualifications. This has always been my stand over my 50 years in pharmacy (45 of them on the Register) and the fact that during the last couple of years I have been running a six pharmacist consortium health centre pharmacy has in no way altered my basic stand, nor, I trust, my right to continue to work and to fight for the welfare of my pharmaceutical colleagues.

The story about dykes is most apt as it appears to me that Clothier's arm in the dyke with, no doubt, the water continuing to gush out all round it is going to be accepted, not as a temporary expedient but as a permanent solution rendering the proper repair of the hole unnecessary while the wide areas already flooded will remain flooded forever more.

It is quite clear that the proposed national joint committee will be virtually the same thing as the Clothier Committee, slightly enlarged, with the same outlook and continuing to be dominated by the medical profession with their implacable insistence on retaining this highly profitable activity which must result inexorably in the gradual destruction of the pharmaceutical service. This I am not prepared to accept, believing it to be infinitely preferable to stand and fight rather than accept this Munich type agreement whereby the power to fight will become lost forever.

**Stanley Bubb**

Poole, Dorset

## Unsold stocks of Ambre Solaire

I feel I must comment on your recent article (January 14, p42) on sun tan preparations and in particular the remarks made by L'Oreal. Firstly it is not exactly comforting to chemists to know that they have probably had larger stocks of Ambre Solaire left on their

*Continued on p162*



# Revamped products causing problems

*This week's contribution from our panel of retail pharmacists comes from a proprietor in central Scotland.*

I wonder how many fellow retail pharmacists feel as strongly as I do about the undoubtedly increasing trend for manufacturers to revamp their products. Twice recently the problems this causes have been brought home to me very forceably. The first occasion was when the new Polaroid Christmas advertising campaign was launched. Once again new designations for what was basically the same range of cameras, except now we had Richard Briers to help sell them. Left with large stocks of what overnight have become obsolete cameras—albeit that technically they are the same camera—one is faced with trying to dispose of them. First line of attack is the Polaroid representative, but all he turns out to be interested in, is whether you will take in stocks of the “new” model. My reply to that I regret to say is unprintable. In the end one has to resort to selling them at cost as a discontinued line—net result, a loss to the poor old retailer.

My second example is Harmony hair-spray. In fact it seems no time at all since I managed to clear my stocks prior to the last revamping. However, it would never do to seem to be lagging behind by not having the latest gift to the ladies' beauty. So I have to relent and take in further supplies, once again resulting in bargain basement time as I attempt to clear my stocks of Harmony Mark One.

On behalf of retail pharmacists everywhere, I would like to make one simple request to marketing directors everywhere—please think before you unleash a “new” product on us unsuspecting retailers!

### Distribution

Being a rural pharmacist, not the least of my problems is getting deliveries, for it appears to me that if you don't actually live in one of the large cities of Britain then it is assumed that you live in the British equivalent of Timbuctoo and both suppliers and carriers act accordingly. The latest example of this was a delivery for which I had been invoiced for some four weeks and which had still not arrived. On contacting the supplier, I was promised that they would look into it. A couple of days later they rang back to say that the carrier had said that he had attempted to get through twice, had been driven back by

snow but would make the delivery within the next few days. Considering, to the best of my knowledge, our town has not been cut off for over thirty years, this excuse must surely take my award for 1978!

The one aspect which one can always count on in the case of delayed deliveries, is that the invoice and account is always well up to time, cutting one's credit period even further. Once again manufacturers, please note and make a resolution to improve the situation in the coming year.

## LETTERS

*Continued from p161*

shelves in previous years! It is unlikely that the *value* of these stocks was even near to that of last year's figure taking into account the inflation which we have suffered in recent years.

Secondly their comment that it is probably not Ambre Solaire products that the chemist has been left with, warrants examination. I would remind L'Oreal that Chefaro, Bayer & W B Pharmaceuticals all operate a “sale or return” arrangement. Surely this suggests that chemists would have only one company's sun tan products on their shelves at the end of the season and there are no prizes for guessing the answer to that!

Sadly chemists are now left with the problem of selling “old formula” Ambre Solaire before even considering purchases of new stock. I feel that L'Oreal would have been wise to utilise a little of the £½m which they are spending on the re-launch in allowing customers credit for their old stocks.

**G. Wilkie**

*Company secretary*

M. Baum (Wholesale Chemists) Ltd

L'Oreal have replied with the following statement: “Mr Wilkie should contact his usual L'Oreal salesman or local wholesaler, with whom all aspects of Ambre Solaire's plans for 1978, including the current stock position, can be discussed in depth, and in a manner which relates directly to his own individual circumstances. I am sure that a satisfactory solution can be found not only for him, but others who may find themselves in the same situation.”

## GP pharmacy views at area level

Recent correspondence in the pharmaceutical Press on the subject of NHS pharmacy administration appears to be almost bordering on hysteria, but it does raise a number of interesting questions. Are Area Pharmaceutical Committees effective? Are general practice pharmacists getting a fair deal and achieving active representation of their views at area health authority level? I personally very much doubt it!

Not all pharmacists, as we are often led to believe, are apathetic and fail to open their journals each weekend. Many wish to contribute their not inconsiderable abilities to help solve problems and improve services at both area and district level. Unfortunately, this they seem unable to do under the present structure of the NHS.

Perhaps our colleagues throughout the country have pertinent comments to make on this subject. If so, I'm sure that we would all be most interested to hear from them.

**Geoffrey Noden**

*Secretary, London Group  
Pharmaceutical Executive*

## Flabbergasted

I sit flabbergasted at the thought that we have somehow allowed an Act to be passed which has been transformed from one intended to protect the consumer by ensuring that all medicines were sold from a registered pharmacy to one where in the main, fewer items will be available over the counter from a pharmacy and the pharmacist will again be involved in even more paperwork. Can anyone tell me how and why this has happened?

**A. J. Marks**

Shipley, W. Yorks.

## Freemason meeting

For the benefit of your subscribers who are Freemasons I would like to inform you that Galen Lodge meets at Freemasons Hall, Great Queen Street, London, on the second Monday in February, March, November and December. The secretary is F. W. Kempton, 26 The Meadway, Horley, Surrey (telephone Horley 4608). We are a Lodge basically for pharmacists and those in the pharmaceutical industry.

**F. W. Kempton**

Horley, Surrey

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During all of our successful business careers over nearly 31 years, we have subscribed to *C&D* and found it and especially the Price List invaluable. We would like to thank you for all the help it has given to us and for delivery always in good time even in times of difficulty.

**G. D. & M. E. T.**



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# COMPANY NEWS

## Macarthys sales up nearly a quarter

External sales of Macarthys Pharmaceuticals Ltd in the six months to October 31, 1977, amounted to £43.5m, an increase of 24.5 per cent in the same period of 1976. Pre-tax profit was £1.47m, compared with £1.22m.

The chairman states that there were relatively few significant price increases in medicinal products, compared with a year ago and, as a result, there was a reduction of 0.7 per cent in the gross trading margin of the pharmaceutical wholesale division. The pharmaceutical manufacturing, retail, surgical and veterinary divisions all recorded improved results. Overall sales growth has continued to be satisfactory during the last few months, and the results for the second half of the financial year are expected to be of the same order as for the first half.

## Gillette undergo reorganisation

In a general reorganisation Gillette's UK operations are shortly to be separated from the eastern hemisphere group management now integrated with them and will then be conducted under the name Gillette UK Ltd. As part of the reorganisation Mr R. H. Burton has been appointed chairman of Gillette Industries Ltd and will retain his existing responsibilities in the eastern hemisphere in legal and tax matters and Government relations.

The board of Gillette UK Ltd will comprise Mr D. R. Sanan (managing), Mr J. W. Runacres (European sales), Mr P. F. James (manufacturing) and Mr B. G. Machin (personnel). The group management and staff departments will be incorporated in Gillette Industries Ltd. In addition to Mr Burton, the board of Gillette Industries Ltd will consist of Mr R. S. Mills (managing and group general manager, Gillette Europe), Mr P. G. Birch (group general manager, Africa, middle east and eastern Europe), Mr J. C. McCullagh (director finance and administration, Gillette Europe) and Mr D. R. Stone (regional manager, southern markets).

## BAT cosmetics profit 'disappointing'

Turnover of the cosmetics division of BAT Industries Ltd in the year to September 30, 1977, was £105m, an increase of 15 per cent over the previous year's figure of £91m. The operating profit was £3m, compared with £5m a year ago.

The directors describe the result as "disappointing," the overall profit for the division being depressed by the poor performance of Germaine Monteil

in the USA during Christmas 1976 and of Yardley in both the UK and USA. However, the other companies performed satisfactorily, the majority achieving a growth in profits. In particular there was substantial growth in the turnover of Lenthéric Morny in the UK and Yardley in Latin America.

The parent company, BAT Industries Ltd, showed a 10 per cent rise in turnover to £6,212m, and the group trading profit was 9 per cent higher at £412m. The pre-tax profit was £416m, compared with £374m the previous year, an increase of 11 per cent.

## Alza say yes to Ciba-Geigy control

At the annual meeting the shareholders of Alza Corporation approved the agreements with Ciba-Geigy Corporation (C&D, January 7, p26), and as of January 27, Ciba-Geigy obtained voting control of Alza through the purchase of a new class of convertible preferred stock.

The revenue of Alza for the quarter ended December 31, 1977, was \$1,812,000 (\$1,816,000 in the same period of 1976). Revenue for the six months to December 31, 1977, was \$3,044,000 (\$4,033,000). Net loss for the current quarter was \$4,600,000 (\$3,898,000).

## Appointments

**Chanel Ltd:** Mr Allan Archibald, who has been sales manager since July 1973, has been appointed sales director.

**Schering Chemicals Ltd:** Mr K. Buelow, Mr M. E. Wallace and Mr W. N. Cruthers have joined the board.

**Nivea Toiletries Ltd:** Mr Ken Marr has been appointed development brand manager, and Tricia Moon has taken over as Atrix brand manager.

**Thermos Ltd:** Mr Mike Tomlinson has been appointed field sales manager. He has been with the company for the last twelve years as a salesman in the Nottingham area.

**J. Pickles & Sons:** Mr B. Mazar who was appointed representative for Hampshire, Surrey, Sussex and Dorset (C&D, January 14, p63) has resigned. The company wishes to apologise for any inconvenience caused to customers in the area concerned.

**Armour Pharmaceutical Co Ltd:** Mr Bernard M. Christon, AIMLS, MInstM, has been appointed sales manager for the domestic ethical division. He was previously with Upjohn Ltd for 17 years and held appointments in sales, field management and product management.

**Kodak Ltd:** Mr Brian Magill has been appointed manager of the sales centre in Dublin. He succeeds Mr Noel Quirke, who has left the company to take up a new career in the industry. Mr Magill joined Kodak in 1948 and for the past seven years has held the position of manager, catalogue and premium sales.

# MARKET NEWS

## Brazilian peppermint and menthol easier

London, February 1: After the price cuts in Chinese peppermint oil and menthol during the early part of last month it was the turn of the Brazilian variety to take a tumble last week. With sellers wanting to offload supplies the price of the oil fell at one period to £4 kg attracting a considerable volume of buying and the week ended with £4.40 being asked—a fall of only 10p on the week. In the case of Brazilian menthol, spot fell by 25p with shipment unchanged from last week's levels. Chinese menthol, on the other hand, was lower again in both positions.

Among botanicals most of the North American items were again dearer.

## Pharmaceutical chemicals

**Calcium carbonate:** BP light £135 metric ton.  
**Calcium chloride:** BP anhydrous 96/98% £0.93 kg in 50-kg lots of powder; granular £0.95; hexahydrate crystals BP 1968 £0.68.  
**Calcium gluconate:** £1,420 per metric ton.  
**Calcium lactate:** 100-kg lots £1.25 kg.  
**Calcium pantothenate:** £7.29 in 25-kg lots.  
**Cantharadin:** 100-kg lots £1.30 per g.  
**Carbon tetrachloride:** BP 5-ton lots in 290-kg drums, £253 per metric ton.  
**Mersalyl:** Acid £30.50 kg in 10-kg lots.  
**Phenylephrine hydrochloride:** From £80 kg according to quantity.  
**Sorbitol:** Powder £500 metric ton; syrup £250.  
**Stilboestrol:** BP in 25-kg lots, £115.50 kg.  
**Sulphaquinoxaline:** BVerC £11.20 kg; sodium salt £12.71 kg both in 50-kg lots.  
**Theophylline:** Anhydrous and hydrate £5.03 kg in 100-kg lots delivered; ethylenediamine £5.18 kg in 100-kg.

## Crude drugs

**Balsams:** (kg) **Canada:** easier at £11.15 spot; £11 cif. **Copaiba:** £1.95 spot; no cif. **Peru:** £6 spot; £5.85 cif. **Tolu:** £4.60 spot.  
**Belladonna:** (metric ton) Leaves £1.95 kg spot, no cif. Herb £1.60 afloat; root no offers.  
**Cascara:** £1,080 metric ton spot; £1,060, cif.  
**Cherry bark:** spot £1,120 metric ton; £1,100, cif.  
**Cinnamon:** (cif) Seychelles bark £425 metric ton. Ceylon quills 4 o's £0.74 lb; featherings £300 metric ton.  
**Cloves:** Madagascar or Zanzibar £3,650 metric ton, cif.  
**Dandelion:** Spot £1,400 metric ton spot; £1,370, cif.  
**Gentian:** Root £1.38 kg spot; £1.35, cif.  
**Ginger:** Cochin new crop £950 metric ton, cif. Jamaican withdrawn: Nigeria split £1,150 spot; peeled £1,500 spot. Sierra Leone £1,150, cif.  
**Henbane:** Niger, £1,700 metric ton spot; £1,650, cif.  
**Hydrastis:** (kg) £10.60 spot; £10.50, cif.  
**Kola nuts:** £450 metric ton, cif, nominal.  
**Lemon peel:** Unextracted £1,200 metric ton spot; shipment, £1,150, cif.  
**Liquorice root:** Chinese £400 metric ton cif. Russian £350 spot; £340, cif, new crop. Block juice £147 ped 100-kg spot; spray dried £1.50-£1.60 kg.  
**Menthol:** (kg) Brazilian £8.10 spot; £8.35, cif. Chinese £8.30 in bond £7.30, cif.  
**Sarsaparilla:** Mexican £1.65 kg, spot £1.55, Jamaican £1.95 spot; £1.90, cif.  
**Seeds:** (metric ton, cif) **Anise:** China star £880 nominal. **Caraway:** Dutch £850. **Celery:** Indian easier at £570. **Coriander:** Moroccan £630; Indian £390. **Cumin:** Egyptian £975. Turkish £950, Iranian £980. **Dill:** £180. **Maw:** £540.  
**Turmeric:** Madras finger £1,000 ton spot; new-crop for shipment not offering.  
**Witchhazel leaves:** Spot £2.90 kg; £2.85, cif.

## Essential oils

**Cedarwood:** Chinese £1.15 kg spot; £1.35, cif.  
**Citronella:** Ceylon £1.40 kg spot; £1.45, cif; Chinese £2 spot; shipment unavailable.  
**Eucalyptus:** Chinese £1.90 kg spot; £1.95, cif.  
**Peppermint:** (kg) Arvensis—Brazilian £4.40 spot; shipment £4.20, cif. Chinese £4.30 spot; £4.15, cif. Piperata, American Far-West from about £22, cif.  
**Sandalwood:** Mysore £56 kg spot.  
**Spearmint:** (kg) American Far-West £15. Chinese spot £11.50, shipment £12.25, cif, nominal.

The prices given are those obtained by importers or manufacturers for bulk quantities and do not include value added tax. They represent the last quoted or accepted prices as we go to press.



# COMING EVENTS

## Monday, February 6

**Barnet Branch, Pharmaceutical Society**, Barnet postgraduate medical centre, at 7.15 pm. Mr J. M. T. Ross on "Company pharmacy and general practice".

**East Metropolitan Branch, Pharmaceutical Society**, Churchill Room, Wanstead Library, Spratt Hall Road, Wanstead, London E11, at 7.30 pm. Dr M. W. Annear (consultant psychiatrist) on "Dreams and psychopathology". Also Clothier report discussion.

## Tuesday, February 7

**Faculty of History and Philosophy of Medicine and Pharmacy, Worshipful Society of Apothecaries**, Apothecaries Hall, Blackfriars Lane, London, EC4, at 5.30 pm. John Locke lecture—Professor R. M. Hare on "What can philosophy do for medicine?"

## Wednesday, February 8

**Crawley, Horsham & Reigate Branch, Pharmaceutical Society**, Civic Hall, Crawley, at 7.30 pm. Chairman's evening and Mrs E. Leigh, president of the Society.

**Leicester Branch, National Pharmaceutical Association**, Belmont Hotel, De Montfort Street, Leicester, at 7.30 pm. Mr D. L. Coleman (member of Pharmaceutical Services Negotiating Committee) on "Matters of life and death to your pharmacy".

**Scottish Department, Pharmaceutical Society**, Society's Hall, 36 York Place, Edinburgh, at 7.45 pm. Professor M. R. Bond on "Recent developments in methods for the control of pain".

**Sheffield Branch Pharmaceutical Society**, Jessop Hospital lecture theatre, Sheffield, at 8 pm. Mr Graham Walker (member of Clothier committee) on "Clothier report".

**Slough and Buckinghamshire Branches, National Pharmaceutical Association**, High Wycombe General Hospital, at 8 pm. Joint debate.

**South East England Region, Pharmaceutical Society**, postgraduate medical centre, Brighton General Hospital, Elm Grove, Brighton, at 7.30 pm. Postgraduate education course—haemodynamic consequences and drug therapy of atherosclerosis.

## Thursday, February 9

**Bradford & Halifax Branch, National Pharmaceutical Association**, Victoria Hotel, Bridge Street, Bradford, at 8 pm. Mr J. Charlton (secretary, PSNC) on "NHS matters".

**Glasgow & West of Scotland Branch, Pharmaceutical Society**, Walton Suite, Southern General Hospital, at 7.45 pm. Todd lecture—Professor W. C. Bowman on "Drugs ancient and modern".

**Lancaster & Morecambe Branch, Pharmaceutical Society**, medical centre, Ashton Road, Lancaster, at 7.15 pm. Dr R. H. Seville (consultant dermatologist) and J. D. Bellis on "Development and usage of an ointment for the treatment of psoriasis".

**Leeds Branch, Pharmaceutical Society**, Golden Lion Hotel, at 8 pm. Councillor J. Bellow on "Local government in Leeds since reorganisation".

**Manchester & Salford Branch, Pharmaceutical Society, and Jewish Pharmacists' Association**, Pharmacy lecture theatre, Manchester University, at 8 pm. Mr J. Bannerman (member of Society's Council) on "The Medicines Act".

**Pembrokeshire Branch, National Pharmaceutical Association, and Pharmaceutical Society**, County Hotel, Haverfordwest, at 8 pm. Mr Dengar Evans (member of NPA board) on "Can private pharmacy survive?"

**Thames Valley Pharmacists' Association**, Winthrop House, Surbiton, Surrey, at 8 pm. Mr R. F. Bunce (manager, Mogden sewage works) on "Mogden—taken for granted".

## Friday, February 10

**Society of Cosmetic Chemists**, London Hilton Hotel, Park Lane, London W1. Annual dinner dance.

## Saturday, February 11

**Crawley, Horsham & Reigate Branch, Pharmaceutical Society**, George Hotel, Crawley, at 7 pm. Annual dinner dance.

**Sunderland Branch, Pharmaceutical Society**, Roker Hotel, Sunderland, at 7.15 pm. Annual dinner dance.

## Advance information

**Small Business Conference**: Conservatives' Small Business Bureau annual conference, Caxton Hall, London SW1, March 1, 4 pm-9 pm. Tickets (£3 with supper, £1 without) from SBB, 32 Smith Square, London SW1P 3HH.

**British Institute of Management**: National convention, Wembley Conference Centre, London, March 7. Details from BIM, Management House, Parker Street, London WC2B 5PT.

**Leipzig fairs**: March 12-19, September 3-10. Details from Leipziger Messeamt, Abt. Kundendienst, DDR-701 Leipzig.

**USALAB '78**: Laboratory equipment exhibition, US Trade Centre, 4 Langham Place, London W1, March 13-17.

**North London Pharmaceutical Association**: Annual dinner, Society of Apothecaries, March 30. Tickets (£15 with wines) from A. J. Edwards, 80 Copenhagen Street, London W1.

**Packaging adhesives seminar**: Kensington Close Hotel, London W8, April 11. Details from secretary, British Adhesives Manufacturers' Association, 20 Pylewell Road, Hythe, Southampton SO4 6YW.

**Society of Cosmetic Chemists**: Symposium on product evaluation, Grand Hotel, Eastbourne, Sussex, April 17-19. Details from the general secretary, Society of Cosmetic Chemists, 56 Kingsway, London WC2B 6DX.

**Royal Society of Health Congress**: Pavilion Ballroom, Bournemouth, April 25-28. Details from Miss P. Morrow, conference department, RSH, 13 Grosvenor Place, London SW1X 7EN.

**Macropak '79**: Packaging exhibition, Royal Netherlands Industries Fair, Utrecht, May 14-19, 1979.

**Unit Dose Drug Packaging Concept**: International symposium, May 25-27, Alicante. Sponsored by Spanish Society of Hospital Pharmacists. Details from Joaquin Ronda, Plaza de G. Miro, 6, Alicante, Spain.

**Interpack '78**: Packaging trade fair, June 8-14, Düsseldorf. Details Düsseldorf Messegelände mbH—NOWEA—D-4000 Düsseldorf 30, Messegelände.

**Polynuclear Aromatic Hydrocarbons**: International symposium, October 25-28, Battelle Columbus Laboratories, 505 King Avenue, Columbus, Ohio 43201. Details from Dr P. W. Jones, address above.

# Classified Advertisements

Continued on page 166

## WESTCHEM LIMITED

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RIDDELL HOUSE,  
10/14 DUNBRIDGE STREET,  
LONDON E2 6JB.  
Telephone: 01-739 7254/5/6.

# IMPORTANT ANNOUNCEMENT FROM THE MAKERS OF JOYRIDES TRAVEL SICKNESS TABLETS

Joyrides are entirely unaffected by the new legislation.

The present dosage and strength complies in every way.

Existing stock held is therefore suitable for sale and the product will continue to be available for OTC sale through pharmacy.

Our representatives will call shortly to give details of the heavyweight advertising campaign and special bonus terms available.

**STAFFORD MILLER LTD.**  
**Hatfield, Hertfordshire**



# Classified Advertisements

Post to Classified Advertisements, Chemist & Druggist,  
25 New Street Square, London, EC4A 3JA  
Telephone 01-353 3212

Publication date Every Saturday

Headings All advertisements appear under appropriate headings.

Display/Semi Display £5.00 per single column centimetre, min 25mm. Column width 44mm.

Whole Page £350 (275mm x 186mm)

Half Page £200 (135mm x 186mm)

Quarter Page £110 (135mm x 91mm)

Lineage £1.00 per line, minimum 5 lines @ £5.00

Box Numbers £0.50 extra.

Series Discounts 5% on 3 insertions or over. 10% on 7 insertions or over. 15% on 13 insertions or over.

Copy date 4pm Tuesday prior to publication date.

Advertisements should be prepaid.

Circulation ABC January/December 1976: 14,510.

## Business

### PHARMACEUTICAL CONSULTANT

Mid-forties. Widely experienced, top management major companies, marketing and technical development, prescription and proprietaries including registration U.K. and overseas. Currently director retail pharmacy. Keen to offer experience, projects large and small. Box 2510.

## For Sale

ONE-SIZE TIGHTS from £1.80 doz. plus VAT. Min. order 6 doz. overall CWO. Carriage free. Full range Price List. Edward Kaye Ltd., 3 South Place, London EC2.

Please mention  
C & D when replying  
to advertisements

## Wanted

PHARMACEUTICAL ANTIQUES. Drug runs, shop interiors, bottles, etc., urgently wanted. Kindly contact Robin Wheeler Antiques, Parklands, Park Road, Ashted, Surrey. Telephone Ashted 72319.

### NIGERIA

Executive with unrivalled experience of Nigeria seeks Consultancy/Sales/Liaison post with large scale manufacturer of ethical drugs interested in entering the Nigerian market. Write box 2508 Chemist & Druggist, 25 New Street Square, LONDON EC4.

### A. & H. OTTER LTD. (established 1920)

Largest cash stock buyers in the trade for manufacturers' clearing lines, and retailers' stocks.

8 Northburgh Street, London EC1V 0BA. Tel: 01-253 1184/5. Telegrams: "Salvall", London, E.C.1.

## Shopfitting

SUPER SHELVING SYSTEM WILL INCREASE YOUR TOILETRY SALES BY HUNDREDS of pounds. Send for colour illustration or ask us to call for instant quote. Glass display counters with lighting, island sites and show-cases. Early delivery direct from makers. THIRSK SHOPFITTINGS, 741-743 Garrett Lane, London SW17 0PD. Tel: 01-946 2291.

Please mention C & D  
when replying to  
advertisements

## Agents

STAR GEMS of Leicester Ltd require Agents to sell their fashion jewellery displays to chemists in the following areas: S.E. England, Scotland and Border Counties. Very high proven earnings for persons able to maintain continuity of sales whilst maintaining a first class customer relationship. Existing accounts handed over strong financial backing to agents who have proved their worth. This is your opportunity to join a young rapidly expanding company. Write or phone me personally, I will prove our worth to you if you can sell yourself to me. Managing Director, Star Gems of Leicester Ltd, 160 Melton Road, Leicester. Phone 0553 667800.

## Appointments

## Miscellaneous

HOW TO BUY MEDICINES Without Prescription by Peter Cooper, informative booklet, 42p (trade terms available) from Lapidary Publications, 84 High Street, Broadstairs, Kent. Tel. 0843 64083.

"FASHION JEWELLERY"  
Jodez (Manchester) Ltd.,  
34 Shudehill, Manchester M4 1EY  
Tel: 061-832 6564.

Largest and most exclusive range of direct and imported continental jewellery

### AGENTS

required

for calling on Retail Chemists with shoes, sanpals and slippers for babies. Generous commission.

TINY STEP SHOES  
Overton Road, London E10

### AN IDEAL OPPORTUNITY

For sales Agents in all areas with experience of the Fragrance Cosmetic Industry to participate in the 1978 UK launch of three new major product ranges. Strong retail connections, especially department stores are essential. Box No. 2504.

WHOLESALE PHARMACEUTICAL distributors require experienced dispenser to assist ethical floor manager with daily routine. Apply to Managing Director, I & N Rabin, 16-24 Orsman Road, London N1. Telephone: 739 3411.

## WAREHOUSE MANAGER BRISTOL C.£5000 + Company Car

A new warehouse is to be opened shortly for a fast expanding company.

The successful applicant will have knowledge of storage for a comprehensive range of medical and counter products. Familiarisation with special requirements of the pharmaceutical industry would be an asset.

Experience in stock control, route planning, handling of ethical products, modern warehouse methods and to be responsible for the control and efficient working of warehouse personnel, as well as ancillary staff, totalling approximately 18.

Regular deliveries to 50 shops will necessitate a high standard of distribution procedure.

Please reply to BOX No. 2509



A large stock of medical products are just hours away from your pharmacy, when you use the Barclays service. Your telephone order will be dealt with quickly by experienced staff and delivered by one of the 230 vehicles in our national transport fleet. Why not ring your next order to the local Barclays branch – it will make all the difference.

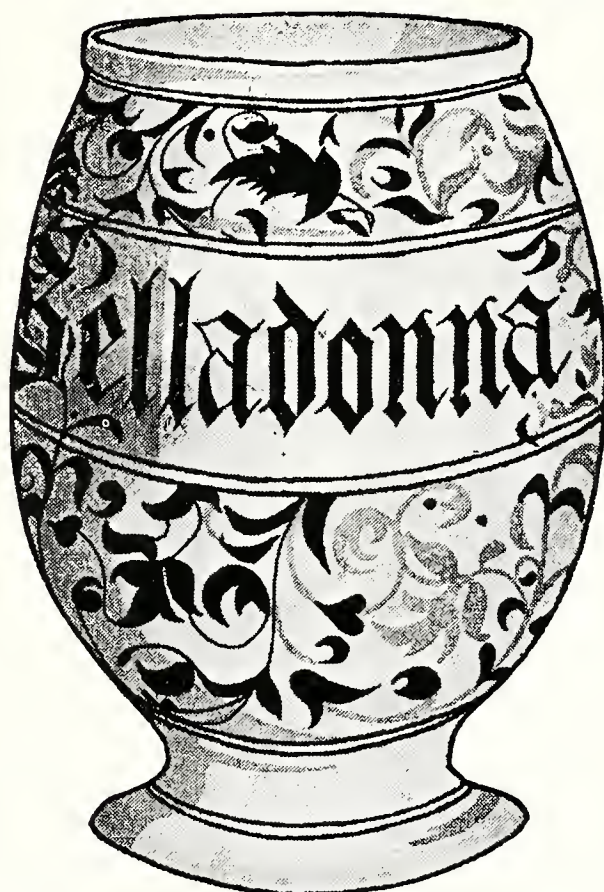


# Barclays

the national company with the local service



You can't judge a galenical



by its gallipot

If you want to be sure about the quality and performance of a galenical, you need to know something about its background. When you buy drugs and galenicals from Ransom's, you have the assurance that all the Company's products conform to the highest possible standards of excellence. With over a century's experience behind it, the name Ransom is synonymous with quality throughout the world.

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**Extracts, Tinctures, Essential Oils, Infusions, Syrups, Resins, Oleo-Resins**

Actual growers of Peppermint, Lavender, Chamomile

ESTABLISHED 1846



**William Ransom & Son Ltd.**

*Manufacturing Chemists and Growers of Medicinal Plants for over a Century*

**Hitchin**

•

**Hertfordshire**

•

**England**



# Vestric

## The complete service to Pharmacy



Every general practice and hospital pharmacist knows that a fast, regular and reliable Ethicals delivery service is vital to the profession.

We at Vestric think so too. And that's why at every one of our 40 branches and depots we have so many trained, experienced staff — like those at our Aberdeen branch shown above — to meet the profession's Ethical requirements at all times.

Our fleet of more than 400 vans serves hundreds of pharmacies daily throughout the United



Kingdom. Backing up those in the front line, we have at Speke, Liverpool, one of the most sophisticated ICL Computer facilities of its type in Europe.

The benefits of our computer system to the profession in terms of service are considerable. Linked to Visual Display Units at each of our branches, it provides fast and accurate order entry, plus advice on current prices. And a priced delivery note is produced with every order.

From Aberdeen to Paignton, Ethicals — fast — are our business.

**Vestric**  
for a First-Class  
Ethicals Service